



RT-001-001509

Seat No. _____

B. A. (Sem. V) (CBCS) Examination

March - 2019

Functional English : Paper - IX

(Introduction to Print Media)

Faculty Code : 001

Subject Code : 001509

Time : 2 Hours]

[Total Marks : 50

1 Answer the following questions in a word or sentence : **10**

- (1) _____ the Prime Minister of Pakistan.
- (2) Whom did the present CJI Dipak Misra officially recommend as his successor ?
- (3) Which South Indian state experienced unparalleled flood in 100 years recently ?
- (4) Who appoints the governor of the state in India ?
- (5) Which country hosted the Asian Games 2018 ?
- (6) Which Indian film opens the 2018 London Indian Film Festival ?
- (7) _____, the Nobel Prize winner for literature, dies recently.
- (8) The currency of _____ is considered the most valuable currency today.
- (9) Who is the Vice President of India ?
- (10) India finishes the 18th Asian Games with how many medals ?

2 (a) Write a detailed note on the origin and development of newspaper industry in India. **10**

OR

(b) Discuss in detail the various elements of news.

- 3 (a) Explain the importance of advertising in contemporary society with examples. **10**
- OR**
- (b) Write in detail brand building through advertising.
- 4 (a) Write a press report on either of the following : **5**
- (i) Flood in Kerala
- (ii) Mega Cultural Event on your campus.
- (b) Prepare an advertisement on any one of the following : **5**
- (i) Luxurious Weekend Villa
- (ii) A shampoo that prevents dandruff.
- 5 Write short notes : (Any Five) **10**
- (1) Editor
- (2) Columnist
- (3) Editing symbols
- (4) Page3
- (5) Reporter
- (6) PTI
- (7) Freelance.
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