

Time: 2½ Hours

Marks:75

N.B : 1. All five questions are compulsory.

2. Figures to the right indicate maximum marks for each question.

Q1. List 15 questions you would ask in an interview to any one of the following: (15)

- a) Aditya Thackeray
- b) Virat Kohli
- c) Mamta Banerjee
- d) Alia Bhatt

Q2.a) "Typography is the art and technique of arranging types in a visually pleasing and effective way " Elaborate on this statement. (08)

b) If you are assigned to write a cover story for a magazine that will be published this week. What will the theme be and how will you do the story? (07)

OR

a) What are Agony Aunt columns? Explain with examples. (08)

b) What skills are required to write a good film review? (07)

Q3.a) Differentiate between magazine journalism and newspaper journalism. (08)

b) Outline the structure of a magazine office. Mention the departments and the function of each. (07)

OR

c) As a feature writer how will you prepare yourself to conduct an interview with a Minister? (08)

d) Explain the importance of page layout and design in a magazine. Which principles would you keep in mind to make the pages appealing? (07)

Q4. Write a column on : Generation Gap. Give your write-up a headline
(about 250 words)

(15)

OR

b) Trace the evolution of magazines in India. What is the role of niche publications in this market

(15)

Q5. Short notes (Answer any three)

(15)

- a. Blurbs
- b. Digital Magazines
- c. Profile
- d. Cartoons
- e. Book Review
