

Time: 2½ hrs.

Marks:75

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.

- Q.1 Explain the following concepts. (Any five) (15)**
- (a) News value
 - (b) Copyrights
 - (c) Press Release
 - (d) Review
 - (e) TVC
 - (f) APA Style
 - (g) Soft News
 - (h) Feature
- Q.2 Answer the following questions. (15)**
- (a) What is a book review? Write a book review of your choice.
 - (b) What are the different types of programme formats?
- OR**
- Q.2 Answer the following questions. (15)**
- (a) Explain the strengths and weaknesses of Television.
 - (b) Why is film review important? Review the movie 3 Idiots.
- Q.3 Answer the following questions. (15)**
- (a) Explain the strengths and weaknesses of Radio.
 - (b) Writing a television script for government ads.
- OR**
- Q.3 Answer the following questions. (15)**
- (a) What are types of radio personalities?
 - (b) Write an interview with a sports person of your choice.
- Q.4 Answer the following questions. (15)**
- (a) How to write for Advertisements through Email and SMS?
 - (b) How to write an editorial or process of writing editorial?
- OR**
- (C) Write a blog on fashion tips for summer season (15)**
- Q.5 Write a short note. (Any five) (15)**
- (a) Live News
 - (b) Storyboard
 - (c) News flash
 - (d) Radio Jockey
 - (e) Micro Blogging

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