Sanjay Ghodawat University, Kolhapur

2020-21

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/00

Year and Program: F.Y.BA	**School of Commerce and Management**	**Department: JMC**
Course Code: MCAR 102	**Course Title: Introduction to Print Media**	**Semester : II**
Day and Date: 26 July 2021 Monday	**End Semester Examination**	**Time:2 Hrs. Max Marks:50**

Instructions: 1) All Questions are compulsory.

			Marks	Bloom's Level	CO
Q.1		**Answer/Solve the following (any Two)**–			
	a)	Write a brief note on the history of Indian press.	8	2	1
	b)	What precautions must be followed in parliament reporting?	8	3	2
	c)	Outline the Parallel Movement in Indian Cinema	8	2	2
Q.2		**Answer/Solve the following (any two)** –			
	a)	Write a note on the characteristics of the editorial page.	8	4	3
	b)	How did the press play an important role in Indian freedom movement?	8	1	4
	c)	You have been assigned to write a feature on COVID 19. Which steps will you follow from selecting a topic to writing a feature?	8	3	4
Q.3		**Answer/Solve the following (any two)** –			
	a)	Describe the judicious use of photographs in newspaper layout.	9	3	5
	b)	Explain the different headline styles and comment on its important in Newspaper page layout.	9	5	5
	c)	Differentiate between the magazine and newspaper layout.	9	6	6

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