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: FY BA JMC	**School of Liberal Arts**	**Department: JMC**
Course Code: MCAR 102	**Course Title: Introduction to Print Media**	**Semester : II**
Day and Date:	**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)	Explain the importance of newspaper layout	8	II	1
b)	Why proofreading is important. Explain with suitable examples.	8	II	1
c)	Write a note on importance of headline and explain different headline styles.	8	I	2
Q.2	**Answer/Solve the following (any two)**			
a)	Explain the importance of white space in newspaper	8	II	3
b)	What precautions should be taken while placing photographs in newspaper layout? Explain.	8	II	3
c)	Compare between newspaper and magazine layout	8	II	4
Q.3	**Answer/Solve the following (any two)**			
a)	Write in detail about the production process of a magazine	9	I	5
b)	Explain in detail the process of news gathering	9	II	5
c)	Write a note on the steps involved in editing a news story	9	I	5

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