

No. of Printed Pages : 2

BEGA–001

**BACHELOR'S DEGREE PROGRAMME
(BDP)**

Term-End Examination

December, 2024

Application Oriented Course

BEGA–001 : INTRODUCTION TO THE MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : *This paper has **five** compulsory questions with internal choice. All questions carry equal marks. Answer each question in approx. **400** words, unless stated otherwise.*

1. What are the basic features of writing for the media ? Discuss in detail. 10

Or

What is an editorial and what is its importance ?

2. “Along with a number of merits, mass media also has some areas of danger.” Do you agree ? Give reasons for your answer. 10

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Or

What is editing and why do we need to edit our work ?

3. What are some lifestyle areas that the media can write about ? Discuss in detail. 10

Or

What preparations need to be made while preparing for and conducting an interview ? Discuss.

4. Write a review of your favourite TV programme. 10

Or

You have been sent to interview the only eye-witness of a hit and run accident. List out *ten* questions and their possible answers so that a graphic picture of the event emerges.

5. Write a short feature on the importance of a good diet and exercise for the elderly. 10

Or

Write a short feature on the rise in depression among youngsters.

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