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BEGA-001

BACHELOR'S DEGREE

PROGRAMME (BDP)

Term-End Examination

June, 2025

Application Oriented Course

BEGA-001 : INTRODUCTION TO THE MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : *This paper has **five** compulsory questions with internal choices. All questions carry equal marks. Answer each question in approximately **400** words.*

1. What are the seven C's of communication ?
Write briefly on all of them.

Or

What are some new trends that are seen in the print media ? Discuss in detail.

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2. List some of the duties and responsibilities of a good reporter.

Or

What is graphic communication and what are its basic components ?

3. What preparations does one need to make before conducting an interview ? Discuss in detail.

Or

How many types of editorials are there ?
Write a few lines about each of them.

4. Write a letter to the editor of a newspaper on any issue that you feel strongly about, concerning your locality.

Or

Write a feature article on 'The Health Benefits of Yoga'.

[3]

5. Write a review of a book that you have read, keeping your tone objective and balanced.

Or

Write your views in the form of a feature on how mental health problems should be handled in a sensitive manner rather than being ridiculed.

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