

Seat No.

**B. Voc.(2022) (SEM/CR) CBCS Part I Semester-II Examination: March/April-2023**  
**B. Voc (Media and Entertainment) (Compulsory) Paper-VII**  
**ME202: Writing for Media (New Pattern 2022)**

**Day and Date: Tuesday, 16/05/2023**  
**Time: 1.00 PM To 3.00 PM**

**Total Marks: 50**

Instructions:

1. All Questions are Compulsory.
2. Figures to the right indicate full marks

-----  
**Q.1. Choose the Correct alternatives from the following.**

15

- 1 The main PR activit are:  
1) Sponsorship and publicity      2) Lobbyingand literature      3) Publicity and Event Management      4) Exhibitions and publicity
- 2 'Breaking News' are  
1) Unusual news      2) Instantaneous news      3) News with great impact      4) Popular events
- 3 Advertisement for products like cigarettes,alcohol etc. which are banned by law areadvertised through.....  
1) Covert advertising      2) Surrogate advertising      3) Indirect publicity      4)Sponsored publicity
- 4 First Marathi Newspaper was.....  
1) Darpan      2) Harijan      3)Kesari      4) Maratha
- 5 What is news?  
1) New Thing      2) Oddity      3)Unusual      4) All of the above
- 6 What is package?  
1) Attractive Presentation      2) Audio Visual combination      3) Explanation of News      4) All above these
- 7 What matters in a newspaper for writing?  
1) Time      2) Space      3)Advertisement      4) None of these above
- 8 Writing for print media not includes  
1) Verbs      2) Simple Past tense      3) Voice Over      4) Big sentences
- 9 .....is the editor & founder of NDTV  
1) Pranab Roy      2) Subhash Chandra      3)Rajat Sharma      4) Nikhil Wagle
- 10 .....is the latest time at which a story can be accepted  
1) Dateline      2) Deadline      3) Presstime      4) Print time
- 11 an advertisement written in the style of a news item or features;  
1) Ad news      2) Paid News      3) News ad      4) Advertorial
- 12 Colour transmission was started by Doordarshan in  
1) 1976      2) 1982      3) 1984      4)1986

- 13 Marconi is the inventor of.....  
1) Radio 2) Satellite 3)Telephone 4) Telegraph
- 14 Online news should be.....  
1) Flowery 2) Short 3)lengthy 4) Full Page
- 15 Satellite channels started in India from.....  
1) 1981 2) 1991 3) 1985 4) 1995

**Q.2. Write short Notes (Two out of Three) .**

10

- 1 Film Review
- 2 Digital Media
- 3 News Editor

**Q.3. Write short Answers (Two out of Three) .**

10

- 1 What skills does a television reporter need?
- 2 Explain the features of Electronic Media?
- 3 Explain difference between Hard News and Soft News

**Q.4.. Answer the following question on broad. (One out of two).**

15

- 1 What are the 5 main parts of a newspaper article? Explain with example
- 2 What are the advantages and disadvantages of advertising online?

\*\*\*\*\*