



**Sanjay Ghodawat University, Kolhapur**  
Established as State Private University under Govt. of Maharashtra.  
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2018-19  
EXM/P/09/01

Year: 2018-19

School of Liberal Arts

Department of

Program: B.A MMMC

MMMC

Course Code : MCA104

Course Title: Print Media Production

Semester -II

Day and Date:

End Semester Examination (ESE)

Time: 3 Hours

*Wednesday 22<sup>nd</sup> May 2019*

Max Marks: 100

Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

*10:30 am to 1:30 pm*

Q.1	A)	Fill in the blanks with best suitable alternative from the given	Marks-10	Blooms Level	Cos
	a)	News published by accepting money or some favour is called as .....	01	L1	CO1
		i) Yellow Journalism                      ii) Page 3 Journalism			
		iii) While journalism                      iv) Penny Journalism			
	b)	A trainee reporter in a newspaper office is known as	01	L1	CO2
		i) New reporter			
		ii) Reporter			
		iii) Junior reporter			
		iv) Cub			
	c)	The concept of agenda setting was launched by .....	01	L1	CO3
		.....in 1968.			
		i) McCombs and Shaw			
		ii) G. Ray Fuhouser and Shram			
		iii) Wilbur Shram and Robert			
		iv) Robert Gunning and Shaw			
	d)	What do you mean by 3C news?	01	L1	CO4
		i) 3 Column news			
		ii) 3 Cornered news			
		iii) 3 Centre news			
		iv) 3 Comment news			
	e)	The lines published under the photograph are known as.....	01	L1	CO5
		i) Photograph title			
		ii) Photograph details			
		iii) Caption			
		iv) Name plate			
	f)	Mid Day is published in .....size	01	L1	CO6
		i) Tabloid			
		ii) Broad sheet			

*Page 1*

**ESE**

- iii) A4  
iv) A5
- g) The readers of newspaper, magazine or book are collectively known as..... 01 L1 CO1  
i) Circulation  
ii) Readership  
iii) News paper rating point  
iv) News reader rating point
- h) Which of the following softwares is used for page makeup 01 L1 CO2  
i) Photoshop ii) Edious-5  
iii) Press Design iv) Quark Express
- i) Exclusive news is also known as..... 01 L1 CO3  
i) Stale news ii) Scoop  
iii) Latest info iv) Straight news
- j) What do you mean by 'Beat' of a reporter? 01 L1 CO4  
i) Office ii) Designated area of reporter  
iii) Printing press iv) Any government office
- B) Match the followings Marks-05**
- | <b>'A' Group</b> |                 | <b>'B' Group</b> |                                |    |    |     |
|------------------|-----------------|------------------|--------------------------------|----|----|-----|
| a)               | Times of India  | 1.               | Ramoji group Ltd               | 01 | L1 | CO1 |
| b)               | Jansatta        | 2.               | The printers (Mysore) Pvt. Ltd | 01 | L1 | CO2 |
| c)               | Hindustan Times | 3.               | Express group                  | 01 | L1 | CO3 |
| d)               | Deccan Herald   | 4.               | Bennett Coleman & Company Ltd  | 01 | L1 | CO5 |
| e)               | Enadu           | 5.               | HT group                       | 01 | L1 | CO6 |
- C) Answer the following statements with True or False and correct the false one. Marks-05**
- a) The circulation of newspapers is continuously increasing day by day in many developed countries. 01 L1 CO4
- b) The name of any newspaper printed at the top of front page is known as nameplate 01 L2 CO5
- c) Lead story is the first story of newspaper and the headline font is bigger than other news and it is the most important event of the day. 01 L1 CO3
- d) Yellow journalism is the concept of members in the public playing an active role in collecting, reporting, analysing and spreading news and information. 01 L2 CO4

Page 2

**ESE**

e) Barker is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. 01 L2 CO6

**Q.2 Write short note (Any Four)**

**Marks-20**

- a) Page 3 journalism is a big business 05 L2 CO1  
 b) Paid news and print media industry 05 L3 CO1  
 c) Business reporter 05 L2 CO2  
 d) Headline writing skill 05 L3 CO5

OR

e) Editorial page designing 05 L3 CO5

**Q.3 Answer the following (Any three)**

**Marks-24**

- a) What are the different types of print media? Describe the use of newspaper as an effective tool of communication? 08 L1 CO2  
 b) Explain the headline patterns of news. As a page designer of a newspaper what type of typographic arrangements of headlines will you use. 08 L2 CO5

OR

- c) Point out 'Adobe Photoshop' and 'Corel Draw' tools for editing a magazine. 08 L4 CO5  
 d) What is editing? Illustrate the process of editing of newspaper. 08 L2 CO6  
 e) Describe the organizational structure of a newspaper. Explain the coordination function of editor of newspaper 08 L2 CO6

**Q.4 Answer the following (Any three)**

**Marks-36**

- a) What is reporting? Write in brief on Reporters special qualities, role and responsibilities during reporting. 12 L1 CO3  
 b) Discuss the development of printing technology in India. Explain in detail the process of printing. 12 L2 CO4  
 c) "Page designing is not decoration but communication". Discuss. What is layout? Describe what are the various types of page layouts which will you use to decorate a newspaper page? 12 L2 CO5  
 d) 'VIBRANT-2K19' a national level students symposium was conducted in your college. Mr. Popatrao Pawar was the chief gest. Write a news report on program in 250-300 words describing all the activities that took place. 12 L3 CO6

OR

e) What is page making? What are the principles of designing that you will apply to the newspaper page make up? What technics you should apply for front page makeup of a newspaper? 12 L3 CO6

page 3

**ESE**