



**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  
MMMC  
Semester -II

Program: B.A MMMC

Course Code : MCA104

Course Title: Print Media Production

Day and Date:

End Semester Examination (ESE)

Time: 3 Hours

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

Max Marks: 100

10:30 am to 1:30 pm

Instructions:

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

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 ..... i) Yellow Journalism                      ii) Page 3 Journalism iii) While journalism                      iv) Penny Journalism	01	L1	CO1
	b)	A trainee reporter in a newspaper office is known as i) New reporter ii) Reporter iii) Junior reporter iv) Cub	01	L1	CO2
	c)	The concept of agenda setting was launched by .....in 1968. i) McCombs and Shaw ii) G. Ray Fukuhsen and Shram iii) Wilbur Shram and Robert iv) Robert Gunning and Shaw	01	L1	CO3
	d)	What do you mean by 3C news? i) 3 Column news ii) 3 Cornered news iii) 3 Centre news iv) 3 Comment news	01	L1	CO4
	e)	The lines published under the photograph are known as..... i) Photograph title ii) Photograph details iii) Caption iv) Name plate	01	L1	CO5
	f)	Mid Day is published in .....size i) Tabloid ii) Broad sheet	01	L1	CO6

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- 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 software 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

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- 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 guest. 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 techniques you should apply for front page makeup of a newspaper?                                      | 12 | L3 | CO6 |

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