

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2134

I

Unique Paper Code : 6292101103

Name of the Paper : Print Media Production

Name of the Course : **B.A. (Hons.) Multi-Media
and Mass Communication**

Semester : I DSC

Duration : 2 Hours

Maximum Marks : 60

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **four** questions.
3. **All** questions carry equal marks i.e. **15** marks each.

P.T.O.

1. What is meant by ownership in print media? Give examples of major print media conglomerates in India.
2. What factors determine news value? Discuss each with relevant examples from current news events.
3. Describe the functions and responsibilities of an editor in a daily newspaper.
4. Explain the offset printing technique. Discuss its advantages over other printing methods for newspaper publishing.
5. What is the purpose of an editorial page in a newspaper? Describe its types and key characteristics.
6. Write short notes on any three of the following :
 - (a) Advantages of Grid Design
 - (b) News Agency
 - (c) Typography
 - (d) Use of Graphics in Print Media