

Q. P. Code: 19892

Duration 3hrs

Max. Marks: 100

S.Y.B.A.
10/11/17
10 to 1
Paged 2

Instructions:

1. All questions are compulsory
2. Figures to the right indicate full marks

Q1(a) Write a note on Adam's Regulations and the Vernacular Press Act

Or

(20 Marks)

(b) Write short notes on **any two** of the following:

- i) Origin and content of news papers
- ii) Press in the early days of Independent India
- iii) Contribution of Important leaders to the Indian press

Q2. (a) Write a note on the rise and growth of Indian news agencies

Or

(20 Marks)

(b) Write short notes on **any two** of the following:

- i) Rise and growth of Electronic journalism
- ii) Syndicated journalism
- iii) Ethics in journalism

Q3. (a) Discuss the working of the Advertising department of a newspaper with special reference to the Advertising Manager.

Or

(20 Marks)

(b) Write short notes on **any two** of the following:

- i) The circulation manager's role
- ii) City circulation
- iii) The actual production stage of newspaper production

P.T.O.

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Q4. Write short notes on **any four (two from each section)** (20 Marks)

(Section A)

- i) News gathering
- ii) Factors that determine News value
- iii) Factors that decide readers' interest

And

(Section B)

- i) Types of leads
- ii) Headlines
- iii) Speed, clarity and integrity in news reporting

Q5. Write a news report with clear headline and lead on **any one** of the following topics:

(a) Rise of anti-social elements in Girgaon proves a serious threat to the safety of residents.

Or

(20 marks)

(b) Ban on fire-crackers during Diwali.
