



PRESIDENCY COLLEGE
(AUTONOMOUS)
AFFILIATED TO BENARSI UNIVERSITY APPROVED BY ANTEL DELHI & RECOGNIZED BY THE GOVT. OF UTTAR PRADESH
RE-ACCREDITED BY NAAC WITH 'A+' GRADE

21C101.1Z

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END TERM EXAMINATION NOV/DEC 2023
BCA- I SEMESTER
G2101.1Z: WRITING FOR MEDIA

Duration: 2 Hours

Max Marks: 60

Instruction: Answers should be written in **English** only.

PART - A

Answer **any EIGHT** questions. **Each** question carries **TWO** marks.

(8 X 2 =16)

1. What is news?
2. Differentiate between an editorial and a column.
3. Explain TRP.
4. Give a brief note on reality shows with an example.
5. Who is an RJ?
6. Discuss the importance of SFX in any radio programme.
7. What is X handle?
8. Explain Micro blogging.
9. Compare Linked In and Instagram.
10. Who is a producer in TV production?

PART - B

Answer **any FOUR** questions. **Each** question carries **SIX** marks.

(4 X 6 =24)

1. Discuss the importance of knowing your audience before developing a script.
2. Explain the inverted pyramid style of writing.
3. "The way people consume news has changed in the digital era". Discuss.

4. Explain the principal of TV script writing.
5. What is the difference between writing content for Facebook and twitter/X.
6. Briefly explain the different types of News Anchors.

PART - C

Answer **any TWO** questions. **Each** question carries **TEN** marks.

(2 X 10 =20)

1. What are the various principles of writing for radio?
2. Explain the ethics of news writing.
3. What is blogging? What are the various types of blogs?
4. Citizen centric cyber security is the need of the hour. Elucidate
