



PRESIDENCY COLLEGE

(AUTONOMOUS)

AFFILIATED TO BENGALURU CITY UNIVERSITY, APPROVED BY AICTE, DELHI & RECOGNISED BY THE GOVT. OF KARNATAKA
RE-ACCREDITED BY NAAC WITH 'A+' GRADE

21C101.1Z

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END TERM EXAMINATION MARCH 2022
BCA - I SEMESTER
G2101.1Z: WRITING FOR MEDIA - OE

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)

Write a brief note on -

1. Caption
2. Headline
3. Radio Jingles
4. Podcast
5. News Source
6. Feature
7. NDTV
8. Editorial
9. Column
10. Whatsapp

PART-B

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

(4 X 6=24)

1. Write a note on Instagram
2. Explain the importance of balance and fairness in Journalism.
3. Discuss the role of rewriting in Journalistic Writing
4. Write a brief note on any Facebook page of your choice.

5. Discuss any two principles of writing for Television.
6. What is Media Literacy? Explain

PART-C

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

(2 X 10=20)

1. Write a letter to the Editor of a daily newspaper drawing attention to any civic problem in your residential area and suggest measures to rectify it.
2. Prepare an RJ script on any one of the given topics:
 - Valentine's day
 - Friendship Day
3. Explain the process of developing content for a news story
4. Write a travel feature in about 200 words.
