



MAP-001-001509

Seat No. _____

B. A. (Sem. V) (CBCS) Examination

October / November – 2016

Functional English : Paper - IX

(Introduction to Print Media)

Faculty Code : 001

Subject Code : 001509

Time : 2 Hours]

[Total Marks : 50

1 Answer the following questions in a word or sentence : 10

- (1) Who is the governor of the Reserve Bank of India (RBI)?
- (2) P. V. Sindhu has won silver medal in _____ in Rio de Janeiro Olympics.
- (3) The union budget of India is presented by _____ Minister.
- (4) _____ is the chief minister of Gujarat.
- (5) Hillary Clinton represents _____ party in the ensuing presidential election of the USA.
- (6) Which country has opted out of the European Union lately after a referendum?
- (7) Who is the captain of Indian test cricket team?
- (8) _____ is the current Lieutenant Governor of Delhi.
- (9) Satish Dhawan Space Centre (SDSC) or Sriharikota High Altitude Range (SHAR) is located in the state of _____, India.
- (10) The Kaveri water dispute is between _____ and _____.

2 (a) Write, in detail, the origin and development of newspaper industry in India. 10

OR

(b) Discuss, in detail, the various elements of news. 10

- 3 (a) Discuss, in detail, brand building. 10
- OR**
- (b) What are the different types of advertisement appeals? 10
- 4 (a) Write a press report on any one of the following : 5
- (i) Saurashtra University Youth Festival 2016-17
- (ii) Performance of the Indian Olympic Team in Rio de Janeiro, Brazil.
- (b) Prepare an advertisement on any one of the following : 5
- (i) Online Mega Sale
- (ii) Luxurious Weekend Villa
- 5 Write short notes : (any five) 10
- (1) Freelance
- (2) Columnist
- (3) Royalty
- (4) Copyright
- (5) Reporter
- (6) Editorial
- (7) Press Release.
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