

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] DECEMBER 2019

Paper Code: BAJMC-109

Subject: Writing Skills

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. Write notes on any two: (7.5x2=15)
- (a) Paragraph Writing
 - (b) APA Stylesheet
 - (c) Audience Analysis
 - (d) Translation
- Q2. What is ABCD of writing? How can brevity be achieved in media writing. (15)
- Q3. Write short notes on: (15)
- a) Ethics in Media writing
 - b) Social Networking Sites
- Q4. What is a column? How is it different from a news story (15)
- Q5. Describe the steps involved in online writing process. (15)
- Q6. Differentiate between writing for news for online media and writing for Print media. (15)
- Q7. How is digital database more user friendly than the traditional paper one? Discuss. (15)
