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BEGA-001

**BACHELOR'S DEGREE
PROGRAMME
(BDP)**

Term-End Examination

December, 2025

(Application Oriental Course)

BEGA-001 : INTRODUCTION TO THE MEDIA

Time : 2 Hours

Maximum Marks : 50

***Note :** This paper has **five** compulsory questions with internal choices. Answer each question in approximately **400** words. All questions carry equal marks.*

1. Writing for the Web demands much more than writing for any other medium. Do you agree ? Give reasons for your answer.

Or

What are some dangerous aspects of mass media ? Discuss in detail. 10

2. What do you understand by Desk Top Publishing and what are its rules ?

Or

What is the importance of intro or lead in a write-up ? Discuss in detail. 10

3. List out some tips for successful interviewing.

Or

What are some major areas that make media content ? Write about any *one* of them in detail. 10

4. Write a feature article on “Coping with daily stress”.

Or

You have to interview an eyewitness of a hit and run accident. Frame ten questions and their possible answers, that would provide an honest account of the accident. 10

[3]

5. Write your views in the form of a feature on whether euthanasia or “mercy-killing” should be made legal or not.

Or

Write a letter to the editor of your daily newspaper drawing attention to the absence of street lights in your locality. 10

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