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BEGA-001

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

Term-End Examination

June, 2026

(APPLICATION ORIENTED COURSE)

BEGA-001 : INTRODUCTION TO THE MEDIA

Time : 2 Hours

Maximum Marks : 50

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

1. Define mass media and discuss its impact on the masses. 10

Or

How is writing for the web different from writing for any other media ? Discuss in detail.

[2]

2. How many types of features can one write ?
Give a detailed answer. 10

Or

What impact does a review have on audiences ? Discuss.

3. What points should one bear in mind while writing about religious programmes ? 10

Or

What is the role of a Sub-Editor and what qualities should a Sub-Editor possess ?

4. Write a short feature article on the benefits of playing sports. 10

Or

Write a letter to the Editor of a newspaper complaining about a pile of garbage which is not being lifted from your locality.

5. Write your views in the form of a feature on the diverse food culture of our country. 10

Or

Write a review of any film *or* TV serial that you have watched. Keep your tone objective and balanced.

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