

OCTOBER 2013

**P/ID 36505/PENE**

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Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Write short notes on the following in about 50 words each.

1. Triple rhyme.
2. Soliloquy.
3. Masthead.
4. Hard news.
5. Beat.
6. Galley.
7. Press Corps.
8. Fourth estate.
9. Scoop.
10. Deck.

PART B — (5 × 6 = 30 marks)

Answer the following in about 250 words each.

11. (a) Discuss “Stream of Consciousness”.

Or

- (b) Analyse the different rhyme schemes used in poetry.

12. (a) Discuss the various branches of mass communication.

Or

- (b) Discuss “yellow journalism”.

13. (a) What are the things to be kept in mind when you write a report?

Or

- (b) Discuss the anatomy of a Report.

14. (a) Write a note on copy editing.

Or

- (b) Explain briefly the “Five Cs” of the copy editor’s job.

15. (a) Write a short note on Multimedia Messaging Service.

Or

- (b) What are the five major stages in advertising?

PART C — (5 × 10 = 50 marks)

Answer the following in about 500 words each.

16. (a) Define and illustrate 'Practical Criticism'.

Or

- (b) Describe the role of advertising during modern time.

17. (a) What are the uses of specification?

Or

- (b) Describe the process of technical writing.

18. (a) Describe the various aspects of Business Report Writing.

Or

- (b) Describe Science Report Writing.

19. (a) Why should we proof-read?

Or

(b) What do you know about editing?

20. (a) Discuss complaint letters.

Or

(b) Explain adjustment letters.

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