

[Time: 2:30 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

N.B: 1. Attempt all questions.

- Q.1 Based on the challenges, confusions and stress that media students face, prepare a feature for a Mumbai based magazine. Give the feature a headline (at least 500 words) 15
- Q.2 Write an interview in the question-answer format with any **one** of the following 15
- a) M.J. Akbar
  - b) Mukesh Ambani
  - c) Priyanka Chopra
  - d) Rahul Gandhi
- Q.3 Why is the Editorial Page considered the soul of the newspaper? Review the content and format of this page. 15
- OR
- Q.3 a) Write a column highlighting the latest lifestyle trends popular among students. Give the column a headline (350 words) 8
- b) What is a human-interest story? Describe any such story you read recently. 7
- Q.4 Explain the relevance of columns in newspapers and magazines. Critically review the factors that have made agony aunt columns popular. 15
- OR
- a) Explain the different types of feature leads. 8
- b) Write a snippet drawn from the entertainment industry. Give it a headline. 7
- Q.5 Write short notes on any three 15
- a) Obituaries
  - b) Book Review
  - c) Soft news
  - d) Seasonal features
  - f) P Sainath