

Note: All questions are Compulsory

All questions carry equal Marks

Q.1 BAMMC Dept of VIVA College has organized a Flash mob to promote its departmental event Xpression 2023. Write a Press release for the same in any of the leading newspaper 15

Q.2 A The following paragraphs have not been edited. There is an error. Identify the error and write its correction Remember to underline the correction. 15 Marks

- A. Discipline at public life ensures peace and harmony, who in turn offer the required impetuous the nation's progress.
- B. A teacher was teaching an important lesson on the class when he notice that a student sitting on the back of the classroom has fallen asleep during his lecture.
- C. is money the more important thing of life ? Money is certainly something what is often discussed in today's world. Hardly the day goes without a discussion on this topic.
- D. She reminds us that it are important to visiting museums in our country to experience a impact that a work of art leaves in our senses
- E. Language is a wonderful gift give to men. Animals does not possess this gift but they have there own ways of expressing themselves. When a rabbit see an enemy it runs away into its hole. Its tail, which was white, bobs up and down as it runs. An other rabbits see it and they runs too.

OR

Q.2 B What is Notice? Explain the Essentials of Notice? 8 Marks

Q.2 C What is Circular? Explain the Format and writing styles of Circular 7 Marks

Q.3 A Write a news report on change in attitude and culture in youth due to globalization 15

OR

Q.3 B What is Publicity? Explain the types of Publicity? 8 Marks

Q.3 C What Is Copywriting? Explain the Parts of an Ad Copy? 7 Marks

Q.4 A Write a paragraph by rearranging the following sentences in correct sequence.
(The first and the last sentences are already in order.)

15 Marks

- A. Every afternoon, the children used to play in the Giant's garden.
- The birds sang so sweetly on the trees.
 - There were twelve peach trees.
 - One day the Giant came back.
 - The children stopped their game to listen to them.
- B. He built a house at Framton Nuttel was afflicted with a nerve disorder.
- He wanted to stay in a calm rural retreat for cure.
 - Vera told him about the tragedy of her aunt,
 - He went to meet Mrs. Sappleton.
 - Her aunt believes that the hunting party will return. High wall around the garden.
- C. The city was full of refugees - without food and shelter.
- A passerby took pity on the old man.
 - The old man used only the copper coin to buy some noodles for his grandson.
 - He dropped a silver and a copper coin into the old man's apron.
 - A vendor was selling noodles nearby.
 - He kept the silver coin to buy seeds.

OR

Q.4 B Summarizing means capturing the essence and not just pruning the number of words.
Elaborate

8 Marks

Q.4 C What is the Significance of Logic in write up

7 Marks

Q.5 Write Short Note On (Any 3)

15 Marks

- 1) Cultural reporting
- 2) Sports Reporting
- 3) Editing Skills
- 4) Tools Of Electronic Media
- 5) Linking Words