

Mid-West University
Examinations Management Office

Surkhet, Nepal

End Semester Examination-2081

Level: B.Ed. / IV Semester

Sub: Media English (ENG 443/344)

Roll No.

Group "A"

10×1 =10

Tick (✓) the best answer

1. A government-issued press release falls under which type of news source?
 - a. Primary
 - b. Secondary
 - c. Tertiary
 - d. Opinion
2. Writing LEAD refers to writing ...
 - a. Introduction
 - b. Body
 - c. Conclusion
 - d. Headline
3. What is the primary goal of a job interview?
 - a. To evaluate a candidate's suitability for a role
 - b. To collect market research data
 - c. To promote a new product
 - d. To determine customer satisfaction
4. Which one of the following is not the Promotional Materials?
 - a. pamphlets
 - b. Posters
 - c. Brochures
 - d. Show Biz
5. The earliest broadcasting using Morse code, a system, developed in the 1830s by...
 - a. Samuel Morse
 - b. Seaver Morse
 - c. Slinker Morse
 - d. Sannon Morse
6. Which of the following is longer piece of writing than a news story?
 - a. Feature writing
 - b. Advertisement
 - c. Headline writing
 - d. Sample writing

7. A short piece of text placed under/ beside a picture is called:
 - a. Headline
 - b. Caption
 - c. Photojournalism
 - d. Editorial
8. In which of the Models of communication, the role of the audience is emphasized?
 - a. Transmission Model
 - b. Publicity Model
 - c. Reception Model
 - d. Ritual Model
9. The first ever establishment of printing press in Nepal dates back to ...
 - a. 1908 BS
 - b. 1907 BS
 - c. 1906 BS
 - d. 1905 BS
10. Which of these technologies is commonly used in broadcast media?
 - a. Bluetooth
 - b. FM and AM transmission
 - c. USB drives
 - d. Wi-Fi

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Level: B.Ed./TV Semester

Time: 3.00 hrs.

FM: 60

PM: 30

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Candidates are required to give their answers in their own words as far as practicable.

Attempt all the questions.

Group "B"

6×5=30

1. Define Journalism along with its principles.
2. What is Public Speaking? What are the ways of structuring and delivering a speech? Explain in brief.
3. What do you mean by Writing Press Releases? Describe in brief.

Or

Describe the followings.

- a) Opinion Story
- b) Feature Writing

4. What is photojournalism? Define the concept of photojournalism as well.
5. What are the steps of news operation? Elaborate each in brief.
6. What are the differences and similarities between Broadcast Media and Electronic Media? Explain in brief.

Or

How do you interpret the connection among media, society and culture? Describe in your words.

Group "C"

2×10=20

7. What do you mean by models of communication? Describe each model in detail.
8. Write an editorial on Television Violence in about 150 words.

Or

Introduce the term "Media" and explain the major characteristics of Mass Communication and Media in detail.

THE END