

Program: SYBAMMC Semester: IV Program Code: UGMMC01
 Course: Writing and Editing for Media Course Code: NUMM403
 Duration: 2 Hours Examination Pattern: NEP-Autonomous Max. Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1	Explain the Concepts: (Any Five out of Eight) (3 marks each)	[15]	Course Outcome	Knowledge Level
(a)	Editorial		CO1, CO4	L2
(b)	News Story		CO2, CO3	L2
(c)	Leads		CO3, CO4	L2
(d)	Radio		CO1, CO4	L2
(e)	Fake News		CO2, CO4	L2
(f)	Online Editing Tools		CO5	L2
(g)	News Values		CO2, CO3	L2
(h)	Micro blogging		CO1, CO3	L2
Q. 2	Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level
(a)	Differentiate between news stories and feature stories.	(8)	CO1, CO3	L4
(b)	Write a restaurant review on the restaurant of your choice.	(7)	CO5	L3
	OR			
(c)	Write an interview with Virat Kohli for his upcoming ODI Match.	(8)	CO1, CO2	L6
(d)	Define SMS Advertisement and list its key features.	(7)	CO1, CO3	L1
Q. 3	Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level

	(a)	How to deal with breaking news and fake news in real time.	(8)	CO2, CO4	L5
	(b)	Draft an email to a social media influencer requesting collaboration for promoting your new fashion brand.	(7)	CO1, CO4	L3
	OR				
	(c)	What are the different online editing tools?	(8)	CO5	L2
	(d)	Write a blog on Fashion Trends Among Youth in 2026	(7)	CO1, CO4	L6
Q.4	Write Short Notes: (Any Three out of Five) (5 marks each)		[15]	Course Outcome	Knowledge Level
	(a)	Hard News		CO1	L2
	(b)	Strengths of Radio		CO1, CO2	L4
	(c)	Nut Shelling		CO4	L2
	(d)	Digital Journalism		CO1, CO3	L4
	(e)	Subheading		CO5	L2

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