

April-17

FYBMM sem-II

Q.P. Code :04087

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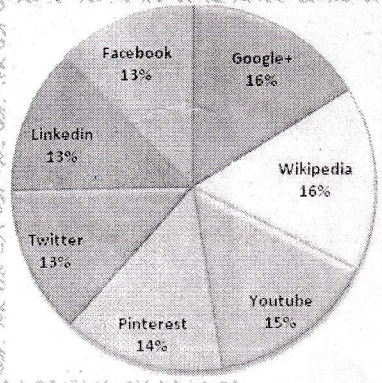
[Time: 2 1/2 Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: 1. Question.No.1 is compulsory.

- Q1 A) Novels, and short stories are my favorite types of literature. My favorite author is Mark Twain. I have read almost every book he ever wrote and Huckleberry Finn is my favorite, but I also love The Tragedy of Pudd'nhead Wilson A connecticut Yankee in King Arthur's Court, and Life on the Mississippi. What I like most about Mark Twain's books is that they are very funny. Sometimes the characters themselves has a good sense of humor. Pudd'nhead Wilson, for example, often find; the humor in any situation. Other times, the characters are funny even though they don't mean to be. They do things that are silly, and ridiculous. Twain's books aren't simply funny; and they also teach readers valuable lessons about life, and the story of Huckleberry Finn and Jim, for example, teaches us the value of freedom and independence. It also shows the evils of racism in its story of Jim, who escapes slavery. Twain's vivid images bring a time and place to life. When I read his book about the Knights of the Round Table, I could imagine myself standing there with brave galahad and launcelot. His descriptions of the people and places along the Mississippi River are the best of all. Twain grew up along that river, and his books reveal his deep love for the area. Twain will always be known for his funny tales, accurate descriptions and important ideas.
- 1) Do the necessary changes in the above paragraph. 05
 - 2) Write a summary of the above paragraph. 05
 - 3) What are the principles of Editing? 05
- Q2 A) Write a letter to the editor of a newspaper drawing attention to bad condition of road in your area. 08
- B) Write a letter under the RTI act to RTO asking them the reason for delay in issuing your license. 07
- OR
- Q2 C) Explain the elements of a news Report 08
- D) Summarizing means capturing the essence and not just pruning the number of words. Elaborate. 07
- Q3 A) Heavy rainfal has blocked the major routes of the city. Write a news report. 08
- B) Interpret the following pie diagram and write a paragraph on usage of Social media. 07



OR

- Q 3 C) Write a complaint letter to a fountain pen manufacturer who has sent you 500 pens, many of which are found to be leaking when used. 08
- D) Define 'precis' What are the points you take into consideration while making one? 07
- Q 4 A) Explain principles of Copy Writing. 08
- B) Your department Organized a national level conference on media. Write a post event report. 07
- OR**
- Q 4 C) Translate the following paragraph in Hindi or Marathi. 08
- Democracy is commonly defined as a government of the people, by the people and for the people. Freedom and democracy walk hand in hand. Democracy, in my view, is only compatible with a free economy. Like a fish to water, democracy can only exist in an atmosphere of freedom of action; it is completely incompatible with a system that provides for a governing authority with coercive power. We live in society today where the media plays a pivotal role in how we see the world, and how our opinions are formed, whether it is from what we watch on television or what we gather from newspapers.
- Media acts as an interface between the common man and the Government. It is a very powerful tool with the ability to make and break the opinion of people. If media tells the public that this picture is being demanded as one of the most wanted terrorists, people would regard him as one blindly. It has the capacity to swing perceptions or evoke emotions. This is what it has gained – faith of public.
- D) Amitabh Bacchhan is appointed as a brand ambassador to promote Gujrat Tourism. Draft the press release. 07
- Q 5 Write in brief on any THREE 15
- 1) Body Copy
 - 2) Coherence and Cohesion
 - 3) Types of Reports
 - 4) Hard news and soft News
 - 5) Inverted Pyramid