

Register Number :

Name of the Candidate :

7 2 5 9

B.C.A. DEGREE EXAMINATION, 2007

(SECOND YEAR)

(PART - III)

(PAPER - VII)

610. MEDIA WRITING AND GRAPHICS

(New Regulations)

(Including Lateral Entry)

May]

[Time : 3 Hours

Maximum : 100 Marks

PART - A (8 × 5 = 40)

Answer any EIGHT questions.

All questions carry equal marks.

1. List the uses of print media.
2. What is style sheet ?
3. Explain the Errors in editing.

Turn over

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4. Explain the factors to be considered in choosing a word.
5. What are the salient features of Television writing?
6. What does script writing mean? Give examples.
7. List the different techniques involved in narration.
8. List the essentials for good typography.
9. Differentiate Linotype and Monotype.
10. Give a brief account on the software used for Desk Top Publishing.

PART - B (3 × 20 = 60)

Answer any THREE questions.

All questions carry equal marks.

11. Explain the principles and methods involved in News writing.
12. How do you prepare headlines and body of News?

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13. (a) Write a brief note on preparation of commercials. (10)
- (b) Explain the principles involved in writing for education. (10)
14. Explain the graphic reproduction process.
15. Explain the steps involved in screen preparation.