

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**B.A. in Journalism & Mass Communication**  
**EXAMINATION: JANUARY - 2022**  
**FIRST SEMESTER**

**Sub: Introduction to Journalism and Mass Communication (BAJMC18-1001)**

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**Date : 22/01/2022**

**Total Marks : 40**

**Time: 10.00 am to 12.00 noon**

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**Instruction:**

*All questions are compulsory.*

- Q. 1 Descriptive Answer (Any Two) (20)**  
1. Discuss importance of feedback in communication process  
2. Why is balance important in news reporting?  
3. Traditional Media
- Q. 2 Write short notes. (Any Two) (10)**  
1. Verbal and Non-Verbal Communication  
2. 5Ws 1H in Journalism  
3. Inverted Pyramid Style of Writing
- Q. 3 Open Ended Question (10)**  
What is article 19 of the Indian constitution and its relevance to media.