

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF ARTS JOURNALISM AND
MASS COMMUNICATION (BAJMC)
EXAMINATION: DECEMBER - 2022
THIRD SEMESTER

Sub: Anchoring and Interview Techniques (BAJMC -19-3005)

Date : 16/12/2022

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Descriptive Answer (Any Two) (20)

1. What is the difference between news reader and news anchor? Explain with examples.
2. What are the qualities of a successful anchor? Explain in detail.
3. What are dos and don'ts for a news anchor?

Q. 2. Write short notes. (Any Two) (10)

1. Business anchoring
2. Teleprompter
3. PTC

Q.3 Open Ended Question (any One) (10)

1. Anchoring is much beyond reading a teleprompter. Do you agree ? Why?

OR

2. Through research is the primary thing for conducting good interview. Explain your views.
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