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**AA—574—2016**

**FACULTY OF ARTS**

**B.A. (Third Year) (Fifth Semester) EXAMINATION**

**OCTOBER/NOVEMBER, 2016**

**FUNCTIONAL ENGLISH**

**Paper-IX**

**(Introduction to Print and Electronic Media)**

**(Monday, 5-12-2016)**

**Time : 10.00 a.m. to 12.00 noon**

*Time—2 Hours*

*Maximum Marks—40*

*N.B. :— (i) All questions carry equal marks.*

*(ii) Figures to the right indicate full marks.*

1. Define news and write a note on elements of news. 10

*Or*

Write a news on 'International Yoga Day'.

2. Write a news report on 'road accident' you witnessed. 10

*Or*

Write a news report on train accident.

3. Write a letter to the editor of a newspaper on the deteriorating law and order situation in the city. 10

*Or*

Write a letter to the editor of a newspaper on the reckless driving.

4. Write short notes on any *two* of the following : 10

(i) Book-review

(ii) Verbal aspects of advertisement

(iii) Nature of Book-review

(iv) Tips for the preparation of a good advertisement.

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