



Q1 A Read the following news story:

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Roar: Tigers of the Sunderbans, produced by Abis Rizvi Films, is releasing on October 1<sup>st</sup>.

The augmented reality experience treats the viewer to a participative interaction with a virtual tiger. It allows one to pet and stroke the animal while watching the excitement on a large screen in real Time. What makes it all the more interesting is that viewer can take home the video, feature them with the tiger, to upload it on social networking page, the professional / promotional activity was set up in malls, colleges and multiplexes in over 15 cities CROSS the country and found many takers among the youth.

Kamal sadanahs directorial debut, Roar: Tigers of Sunderbans, revolves round the majestic tigers of the forest and the makers came up with interesting wausto introduce the royal beast to the audience.. a unique promotional activity, involving augmented reality, was launched by salman Khan.

Says producer Abis Rizvi, " the tiger is protagonist of our film and this activity is the best way to establish a bond with the audience."

- 1) Edit and rewrite the news story.
- 2) Summarize the news story given above.

Q2 A 1) What is a press release? How can one write a good press release? 8

B 1) Write an application to obtain information from the collector as to why your name and those of your family members have been dropped from the voters' list of your district, even though you have been voting regularly till 2016. 7

OR

Q2 C Differentiate between editing and summarizing. 8

D What is précis making? 7

Q3 A What is meant by hard news? What are its main parts? 8

B Interpret the following Table and write a paragraph about it: 7





INDIA'S MOST ATTRACTIVE BRANDS 2013			
MAB Rank	Brand Name	Super Category	Category
1	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones
2	SONY	Durables	Consumer Electronics
3	NOKIA	Personal Gadgets	Mobile Phones
4	LG	Durables	Consumer Electronics
5	TATA	Diversified	Diversified
6	LUX	FMCG	Bath/Beauty
7	MARUTI SUZUKI	Automobile	Four Wheeler - manufacturer
8	GODREJ	Diversified	Diversified
9	BAJAJ	Diversified	Diversified
10	DELL	Technology	Diversified
11	BATA	Personal Accessories	Footwear
12	REEBOK	Personal Accessories	Sports Accessories
13	TITAN	Personal Accessories	Watches
14	ADIDAS	Personal Accessories	Sports Accessories
15	FUMA	Personal Accessories	Sports Accessories
16	COLGATE	FMCG	Oral hygiene
17	DOVE	FMCG	Bath/Beauty
18	AMUL	Food & Beverage	Dairy
19	APPLE	Technology	Personal Technology
20	PEPSI	Food & Beverage	Aerated Beverages
21	PONDS	FMCG	Bath/Beauty
22	AIRTEL	Telecom	Telephony
23	NIKE	Personal Accessories	Sports Accessories
24	HONDA	Automobile	Four Wheeler - manufacturer
25	PHILIPS	Diversified	Diversified

OR

- Q3 C What is the relevance of translation in the field of journalism? 8  
 D What is body copy? How can one write effective body copy? 7

- Q4 A What are the functions of a translator? 8  
 B There was a rally organized by a youth organization against rampant corruption in society. As a reporter from a leading daily, write a report about the event. 7

OR

- Q4 C Explain 'Letter to the editor'. Write a letter to the editor of 'Times of India' criticizing contemporary state of news presentation in electronic media. 15

- Q5 Write in brief on any THREE 15  
 1 Tagline  
 2 Headline  
 3 Transcreation  
 4 Soft News  
 5 Jingles

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