



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – 2019

Paper: Sub Editing & Page Designing (Theory & Practice)
Course Code: BSCS-306 Part – I (Compulsory)

Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Signature of Supdt.:

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the correct choice.

(1x10=10)

1. Embargo is:
 - A. Ban till a specific time
 - B. 2nd headline of newspaper
 - C. Important news item
 - D. None of these
2. Curtain Raiser is:
 - A. News with 5Ws & 1H
 - B. News before an event
 - C. Name of Printer and Publisher
 - D. News received from web desk
3. Who defines headline as "Title of news?"
 - A. Miskeen Ali Hijazi
 - B. A. R. Khalid
 - C. Abdul Salam Khurshid
 - D. None of these
4. ----- is backbone of newspaper?
 - A. Editor
 - B. Sub-Editor
 - C. Gate Keeper
 - D. Peon
5. Display Ad is :
 - A. Ad displayed on back page
 - B. Ad from Government
 - C. Ad in which graphics are used
 - D. Ad from private sector
6. Advertorial is:
 - A. Ad and News content on same page
 - B. Editorials on certain products
 - C. Pages contains ad in national newspaper
 - D. None of these
7. Tabloid has ----- Columns:
 - A. 4
 - B. 5
 - C. 6
 - D. 7
8. Obituary news relates to:
 - A. Deaths
 - B. Births
 - C. Crimes
 - D. Sports
9. Print Line means:
 - A. Name of Story Write
 - B. B. Date and City Name
 - C. Name of Publisher & Printer
 - D. None of these
10. TASS is a news agency of which country?
 - A. Brazil
 - B. Russia
 - C. China
 - D. Germany



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B.S. 4 Years Program / Sixth Semester – 2019

Roll No.

Paper: Sub Editing & Page Designing (Theory & Practice)
Course Code: BSCS-306 Part – II

Time: 2 Hrs. 45 Min. Marks: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Question No. 2: Write short answers.

(5*4=20)

- Write four characteristics of Headline. سرفی کی چار خصوصیات تحریر کریں۔
- What is American Style of making headline? Explain with 2 examples. سرفی بنانے کا امریکی طریقہ کیا ہے؟ دو مثالیں دیں۔
- Newsroom is the most important place in a newspaper. Discuss. نیوز روم اخبار میں سب سے اہم جگہ ہوتی ہے۔ بحث کریں۔
- How 5Ws and 1H is important in a news story? خبر میں پچھ کاہ کی کیا اہمیت ہے؟

Question No.3: Write brief answers.

(6*5=30)

- Sub-Editor is the key to newspaper. Discuss. سب ایڈیٹر اخبار میں بہت اہمیت کا حامل ہوتا ہے۔ بحث کریں۔
- Describe various make-up techniques of Pakistani newspapers. پاکستانی اخبارات میک اپ کی کون کون سی تکنیکیں استعمال کر رہے ہیں؟
- Headline is a window towards news. Discuss. سرفی خبر کی طرف کھڑکی کا کام کرتی ہے۔ بحث کریں۔
- Computer plays a vital role in subediting and page designing. Discuss. کمپیوٹر پیج ڈیزائننگ اور سب ایڈٹنگ میں اہم کردار ادا کرتا ہے۔ بحث کریں۔
- "Pakistani newspapers are only spokesmen of government." Do you agree with this statement? Support your answer with arguments. "پاکستانی اخبارات محض حکومت کے ترجمان ہیں۔" کیا آپ اس بیان سے متفق ہیں؟ اپنے جواب کو دلائل سے مزین کریں۔