



Prahladrai Dalmia Lions College of Commerce & Economics
Sunder Nagar, S.V. Road, Malad (West), Mumbai-400 064.
ISO 9001:2015 CERTIFIED

NOTICE
BAMMC

Following are the roll no. of the students, who are eligible to appear for re exam of internals (Viva-Voce only) for content writing subject of Semester II on **27th August 2022, Saturday at 11 a.m.**

1007	1009	1011	1014	1015	1019	1022	1024	1029
1030	1031	1033	1038	1044	1050	1054	1056	1058
1061	1072	1077	1078	1081	1082	1083	1084	1089
1090	1092	1105	1109	1111	1115	1119	1120	

- 1) Students appearing for the Semester II RE Examination are required to confirm the above list. Any change must be brought to the notice of department email ID – bmmdept@dalmialionscollege.ac.in on or before 20th August, 2022 failing which his claim will not be entertained.
- 2) The topic for Viva-Voce remains the same.
- 3) **Below attached are the viva questions and answers:**

1. What is news writing?

News writing is a specific style to inform people about current events in a Simple language by giving the most important information at first.

2. What are the elements of news writing?

Headline, sub-headline, byline, dateline, place line, lead, nut graph and Conclusions are the important elements of news writing.

3. What is the word limit for news headlines?

6-12 words

4. What is the word limit for news sub-headline?

10-30 words

5. What is a byline in a news story?

It is a line giving the name of the writer of an article in a newspaper or Magazine

6. What is the place line in the news story?

The place line tells you where the story was originally set.

7. What is the lead in a new story?

A lead is the most important paragraph in a newspaper which gives the Essential information about the event/happenings.

8. What is a nut graph in a new story?

The nut graph is a paragraph that explains the context of the story.

9. What is the word limit of a news story?

300-350 words

10. What is a writing style for hard news?
Inverted pyramid style

11. What are the three main constituents of Inverted pyramid style?
Most important information - Important information - Least
Important/conclusion

12. What is a feature in writing?
A feature is a longer piece of writing than a news story.

13. What is soft news?
Soft news is defined as information that is primarily entertaining or
Personally useful.

14. What is a word limit for a feature article?
500-2000 words

15. What is an ad copy?
Ad copy" refers to the copywriting of advertisements

16. What are Idioms and phrases?
Idioms and Phrases are a poetic part of the English language. A set
Expression of two or many words that mean something together, instead of
The literal meanings of its words individually.

17. State 3 essentials of good writing.
Simplicity, correctness, uniformity, focus, word choice, grammar etc.

18. What are homophones?
Homophones are words that have exactly the same sound (pronunciation)
But different meanings and (usually) spelling.

19. What are captions?
A caption is text that appears below an image.

20. What is content brief?
A content brief is a document that compiles all the information a content
Creator needs to produce a piece of content.

22. State the 5Ws and 1H
What, When, Who, Why, Where and How.

23. What are meta-descriptions?
A Meta description is an HTML element that provides a brief summary of a
Web page. A page's Meta description tag is displayed as part of the search
Snippet in a search engine results page (SERP)

24. What is Plagiarism?

Plagiarism is presenting someone else's work or ideas as your own, with or
Without their consent, by incorporating it into your work without full
Acknowledgement.

25. What is the word limit of Ad headlines?
3-5 (or up to 9) words

26. What is ad copy?
Ad copy is content that encourages a potential buyer to take action and
Purchase a product.

27. Why do we use slogans in advertising?
A good slogan helps establish a brand in its market and makes it easier for
Consumers to recognize that brand.

28. What are ad jingles?

A jingle is a short song or tune used in advertising and for other Commercial uses. Jingles are a form of sound branding.

29. What are news tickers?

A news ticker resides in the lower third of the television screen space on Television news networks dedicated to presenting headlines or minor pieces Of news.

30. Write down the steps to insert an image in a PowerPoint Presentation.

Step-1 In an opened MS PowerPoint, select a new slide.

Step-2 Go to the insert tab

Step-3 Click on Pictures

Step-4 Click on either select from PC or Select from Web


Step-5 Insert the picture and resize it accordingly.



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