

Dr. Babasaheb Ambedkar Open University
Term End Examination January -2026

Course	: BAJMC(Hons.)	Date	: 17/02/2026
Subject Code	: BAJMCMJ-102	Time	: 11:30am to 01:45pm
Subject Name	: Basic English Language Skills for Mass Media	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 Define 'Grammar'. Explain the importance of correct grammar in Journalism. **14**

OR

Q-2 Discuss the different parts of speech with examples related to media writing. Describe the various types of 'Tenses' and their specific use in newspaper reporting. **14**

OR

Q-3 Explain the importance of 'Vocabulary' and 'Word Choice' for a mass media professional. What are 'Active' and 'Passive' voices? Discuss which one is preferred in news writing and why. **14**

OR

Q-4 Discuss the basics of 'Translation' from Gujarati to English for news reporting. **Write Short Notes (Any Three)** **14**

1. Punctuation marks in Journalism
2. Common errors in English usage
3. Writing effective Headlines
4. Difference between formal and informal English

Q-5 **Choose the correct option and write the answer.** **14**

- 1 Which tense is mostly used for writing the 'Lead' of a news story?
(A) Past Tense (B) Future Tense (C) Present Tense (D) Present Continuous
- 2 The 'Inverted Pyramid' style places the most important info at:
(A) The end (B) The beginning (C) The middle (D) Nowhere
- 3 Which of these is a 'Vivid Verb' suitable for news?
(A) Said (B) Claimed (C) Noted (D) All of the above
- 4 'Active Voice' is preferred in news because it is:
(A) Direct (B) Long (C) Confusing (D) Passive
- 5 A 'Caption' is a brief description of:
(A) An article (B) A photograph (C) A book (D) A movie
- 6 I Want to for a hike _____ I have to go to work today.
(A) But (B) Yet (C) Or (D) For
- 7 Which of the following is an essential quality of a good media headline?
(A) Lengthy and descriptive (B) Ambiguous and confusing
(C) Concise and catchy (D) Use of complex jargon
