



K19U 0628

Reg. No. : .....

Name : .....

**IV Semester B.A. Degree (CBCSS – Reg./Suppl./Imp.)**  
**Examination, April 2019**  
**(2014 Admission Onwards)**  
**COMPLEMENTARY COURSE IN JOURNALISM**  
**4C04 JNL-F/4C04 JNL-B : Print Media Journalism**

Time : 3 Hours

Max. Marks : 40

**PART – A**

Write short note on **any 5** questions. **Each** question carries **1** mark.

1. Handout
2. Undercover journalism.
3. Display advertising.
4. Fourth estate
5. Nut grab
6. Skyline
7. Banner
8. Associated press.

**(5×1=5)**

**PART – B**

Answer **all** questions. **Each** question carries **2** marks.

9. What is a style book ?
10. How does INS function ?
11. Who is a columnist ?
12. Explain hard news and soft news.

**(4×2=8)**

P.T.O.



## PART – C

Answer **any 5** questions not exceeding **100** words. **Each** question carries **3** marks.

13. Explain the rules of writing headlines.
14. 'The Chief Editor is the Kingpin of a newspaper'. Discuss.
15. What is a feature ?
16. Editorial is the mirror of the newspaper's opinion. Elucidate.
17. Discuss investigative journalism.
18. Explain the rules of a good interview.
19. What is an article ?

(5×3=15)

## PART – D

Answer **any two** of the following **not** exceeding **350** words **each**. **Each** question carries **6** marks.

20. Discuss the various sources of news.
21. Elucidate the main principles of editing.
22. Examine the qualities needed for a good reporter.
23. What is a lead ? Explain the different types of leads.

(2×6=12)