



K16U 0585

Reg. No. :

Name :

IV Semester B.A. Degree (CBCSS – 2014 Admn. – Regular)
Examination, May 2016
COMPLEMENTARY COURSE IN JOURNALISM
4C04 JNL-F/JNL-B : Print Media Journalism

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Newspaper billboard.
2. Circulation.
3. Copyreader.
4. Embargo.
5. Cover story.
6. Intro.
7. Filler.
8. Kill.

(5x1=5)

PART – B

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

9. What is meant by objective journalism ?
10. Who is a Mojo ?
11. Who are stringers ?
12. What is a House Journal ?

(4x2=8)

P.T.O.



PART – C

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

13. What is inverted pyramid writing ?
14. Explain citizen journalism.
15. What are the main duties of an editor ?
16. What are features ?
17. Explain investigative journalism.
18. Write a note on news agencies.
19. Explain briefly the duties and responsibilities of a copyeditor. (5×3=15)

PART – D

Answer **any two** of the following in about **350** words **each**.

20. Discuss the organisational structure of a newspaper establishment.
21. What is news ? Examine the chief news values.
22. Explain the qualities needed for a good news reporter.
23. Discuss the different types of interviews. What are the points to be remembered is conducting an interview ? (2×6=12)