



K17U 0685

Reg. No. : .....

Name : .....

**IV Semester B.A. Degree (CBCSS – Reg./Supple./Imp.) Examination,  
May 2017  
(2014 Admn. Onwards)  
COMPLEMENTARY COURSE IN JOURNALISM  
4C04JNL-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. Splash.
2. Gutter.
3. Copy taster.
4. Editorial conference.
5. Curtain raiser.
6. Broadsheet.
7. Stop press.
8. Deadline.

**(5×1=5)**

**PART – B**

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

9. What is a human interest story ?
10. What is a tabloid ?
11. Explain classified advertising.
12. Examine yellow journalism.

**(4×2=8)**

P.T.O.



## PART – C

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

13. What is investigative journalism ?
14. What are the qualities needed to be a good reporter ?
15. What is a 'feature' ?
16. What is a lead ? Examine its characteristics.
17. Explain the rules to be followed in writing headlines.
18. What is a newspaper style sheet ?
19. Discuss armchair journalism. (5×3=15)

## PART – D

Answer **any two** of the following **not** exceeding **350** words **each**.

20. Examine the major characteristics of newspapers.
21. Why are leads very important ? Examine the different types of leads.
22. Discuss the role of a sub editor.
23. Examine the different sources of news. (2×6=12)