



K23U 2489

Reg. No. :

Name :

V Semester B.A./B.A. Afsal-UI-Ulama/B.Sc./B.Com./B.T.T.M./B.B.A./
B.B.A.-T.T.M./B.B.A.-A.H./B.C.A./B.S.W./B.M.M.C. Degree (CBCSS-OBE –
Regular/Supplementary/Improvement) Examination, November 2023
(2019 – 2021 Admissions)
Generic Elective Course
5D01JNL : INTRODUCTION TO JOURNALISM

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** questions. **Each** question carries **1** mark.

(6×1=6)

1. Staccato lead.
2. Trend stories.
3. Pocket cartoons.
4. Banner headlines.
5. ANI.
6. Defamation.

PART – B

Answer **any 4** questions. **Each** question carries **2** marks.

(4×2=8)

7. How will you differentiate between 'meet the press' and 'press conference' ?
8. What is the importance of Inverted pyramid structure in news writing ?
9. What is a lead ? Explain the features of a summary lead.

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K23U 2489



10. How will you differentiate between soft news and hard news ?
11. Explain how a good photograph adds life to a page in newspaper ?
12. Discuss the principles of news writing and its relevance to responsible journalism.

PART – C

Answer **any one** question. The question carries **6** marks.

(1×6=6)

13. How far you believe that absence of any kind of Press Censorship is a definite need for the survival of a healthy democratic nation ? Explain your view citing recent examples.
14. What are the qualities and responsibilities expected of a sub-editor ?