



K19U 0305

Reg. No. : .....

Name : .....

**II Semester B.A. Degree (CBCSS – Reg./Supple./Improv.)**  
**Examination, April 2019**  
**(2014 Admission Onwards)**  
**COMPLEMENTARY COURSE IN JOURNALISM**  
**2C02 JNL : Print Media Journalism**

Time : 3 Hours

Max. Marks : 40

**PART – A**

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

1. Human interest story
2. Jump line
3. Summary read
4. Bulldog edition
5. Beat
6. Stringer
7. Classified advertising
8. Reuters.

(5×1=5)

**PART – B**

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

9. What is a feature ?
10. Explain ABC.
11. What is freelance writing ?
12. Examine the functions of the Press Council of India.

(4×2=8)

P.T.O.



## PART – C

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

13. Examine the duties of a newspaper copy editor.
14. Why are newspapers very dear to people ?
15. Editorials reflect the viewpoint of the newspapers. Discuss.
16. Write a note on news agencies.
17. Explain investigative journalism.
18. Examine the principles of reporting.
19. What are the objectives of newspaper layout ? (5×3=15)

## PART – D

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

20. Examine the role of a journalist as a reporter and reformer of the society.
  21. Define news. Explain the chief news values.
  22. Discuss the different types of interviews. How should an interview be conducted ?
  23. Examine the various sources of news. (2×6=12)
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