QP CODE: B2BJM2401	**(Pages: 2)**	**Reg. No**	**: .....**
		Name	**: .....**

THIRD SEMESTER FYUGP EXAMINATION, NOVEMBER 2025

Discipline Specific Core (DSC) Courses - Major

JOU3CJ201 : Reporting for Media

(Credits: 4)

Time: 2 Hours **Maximum Marks: 70**

Section A

Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

1.	What is political reporting?	BL1	CO1, CO2, CO3, CO4, CO5
2.	State the purpose of a lead.	BL1	CO1, CO2, CO3
3.	What is the “headline” in a news story?	BL1	CO1, CO2, CO3
4.	Identify one example of a political beat.	BL2	CO1, CO2, CO3, CO4, CO5, CO6
5.	Mention any three essential qualities of a reporter.	BL2	CO1, CO2, CO3
6.	List any three basic determinants of news.	BL2	CO1, CO2, CO3
7.	List any three advantages of using social media as a news source.	BL2	CO1, CO2, CO3
8.	What is meant by conversational style in broadcast writing?	BL2	CO1, CO2, CO3, CO5, CO6
9.	Mention two roles of journalists in health awareness. **(PTO)**	BL3	CO1, CO2, CO3, CO4, CO5

10.	What is Storyful used for?	BL2	CO1, CO2, CO3
	Section B		
	Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)		
11.	Why is human interest news sometimes criticized as “soft journalism”?	BL3	CO1, CO2, CO3
12.	Analyze the strengths and weaknesses of observation as a news-gathering tool.	BL4	CO1, CO2, CO3
13.	How do delayed leads differ from summary leads in impact?	BL4	CO2, CO3
14.	Explain how legislative reporting strengthens democracy.	BL5	CO1, CO2, CO3, CO4, CO5, CO6
15.	Why should online stories be multimedia-friendly?	BL2	CO1, CO2, CO3
16.	Discuss the importance of fairness in news reporting.	BL2	CO1, CO2, CO3
17.	Examine how press releases can shape media narratives.	BL2	CO1, CO2, CO3
18.	Apply descriptive technique in writing about a cultural festival.	BL3	CO1, CO2, CO3
	Section C		
	Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)		
19.	Judge the effectiveness of leads in online news portals compared to print newspapers.	BL3	CO1, CO2, CO3
20.	Evaluate whether broadcast writing rules are still relevant in the digital era.	BL3	CO1, CO2, CO3
	CO : Course Outcome		
	BL : Bloom’s Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		