

QP CODE: D4BJM2401	(Pages: 2)	Reg. No :
		Name :
FOURTH SEMESTER FYUGP EXAMINATION, APRIL 2026 Discipline Specific Core (DSC) Courses - Major JOU4CJ203 : ART AND CRAFT OF COPY EDITING (Credits: 4)		
Time: 2 Hours	Maximum Marks: 70	
Section A		
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)		
1. What is proofreading?	BL2	CO2, CO3, CO4, CO5
2. What is "audience feedback" in the context of copy editing?	BL2	CO2, CO4, CO5
3. What is digital copy editing?	BL1	CO1, CO2
4. Recall a key change in writing style from traditional to digital copy editing.	BL1	CO1, CO2
5. List three roles of a news editor.	BL2	CO2, CO3, CO4, CO5
6. What is "conciseness" in story trimming?	BL2	CO2, CO3, CO4, CO5
7. Define "accuracy" in news editing.	BL2	CO2, CO3, CO4, CO5
8. Name three digital design applications.	BL2	CO2, CO4, CO5, CO6
9. What is narrative storytelling in journalism?	BL2	CO2, CO4, CO5, CO6
10. What is meant by font size?	BL2	CO2, CO4, CO5, CO6
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)		
11. Explain why consistency is important in academic writing.	BL2	CO3, CO4
12. Compare editing requirements of e-mails and circulars.	BL4	CO3, CO4
13. How can journalists use infographics in news stories?	BL2	CO2, CO4, CO5, CO6
14. How do photos improve news presentation?	BL5	CO2, CO4, CO5, CO6
15. How does page balance improve print design?	BL4	CO2, CO4, CO5, CO6
(PTO)		

16. Critique the Chicago Manual's relevance for broadcast copy editing.	BL5	CO1, CO2
17. Recall the role of fact-checking in copy editing. List steps involved and why it's a foundational principle.	BL3	CO2, CO3, CO4
18. Why is a clear chain of command important in a newsroom? Give any two reasons.	BL5	CO2, CO3, CO4, CO5
Section C		
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)		
19. Critically evaluate the impact of clickbait headlines on credibility of new stories.	BL5	CO2, CO3, CO4, CO5
20. Assess whether AI editing tools can replace human editors in journalistic practice, considering editorial judgment, ethics, and news sensitivity.	BL4	CO3, CO4
CO : Course Outcome		
BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		