

D5BMC2106

Reg.No.....

Name:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023

(Regular/Improvement/Supplementary)

JOURNALISM & MASS COMMUNICATION

GBCJ5D01T: NEWSPAPER JOURNALISM (OPEN COURSE)

Time: 2 Hours

Maximum Marks: 60

SECTION A: Answer the following questions. Each carries *two* marks.

(Ceiling 20 Marks)

Write short notes on:

1. Correspondent.
2. Quote Lead
3. ActaDiurna.
4. Straight News.
5. International News.
6. Narrative Lead.
7. Letters – to – the - editor
8. Contrast Lead.
9. Define Journalism.
10. Media Trial.
11. Photo- Journalist.
12. QuarkXPress.

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 30 Marks)

13. Explain the functions of Business Department and Mechanical Department in a Newspaper Organisation.
14. What are the objectives of a layout?
15. Differentiate between 'Hard news' and 'Soft news'.
16. Describe the three main sources of news.
17. Write down the process of writing good captions.
18. Explain the role of editor in a newspaper organization.
19. What is a sub-head? Explain the function of sub-head.

SECTION C: Answer any *one* question. Each carries *ten* marks.

20. Define 'Feature' and classify different types of features.
21. What is 'Inverted Pyramid style' of news writing? Explain the advantages and disadvantages of it.

(1 x 10 = 10 Marks)