D5BFE2302 **Reg. No.....**

Name: .....

FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2025
(Regular/Improvement/Supplementary)

FUNCTIONAL ENGLISH
GFEN5B08T: PRINT MEDIA

Time: 2 ½ Hours **Maximum Marks: 80**

SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 marks)

Write short notes on:

1. Universal access.
2. Hourglass structure.
3. Professional integrity.
4. Fobs.
5. Journalism.
6. Op-ed piece.
7. Display banner.
8. News values.
9. AAAI.
10. Samachar Darpan.
11. The Statesman.
12. INC.
13. Web portal.
14. Wire service.
15. Barker.

SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 35 marks)

16. What are the characteristics of a magazine?
17. Prepare a book review of your favorite book which you have read recently.
18. Describe immediacy.
19. Mention the key role a lead holds in a story.
20. Explain AP.
21. Prepare a note on Gandhi and his publications.
22. In print media, use of photographs has increased remarkably. What are the reasons? Explain.
23. What is yellow journalism?

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Critically analyze the growth of the printing technology in India.
25. Discuss the role of the media in creating environmental awareness with reference to at least two recent examples.
26. Analyze and explain the importance of a Journalist in today's society with relevant case examples.
27. Discuss how infographics and photographs contribute to the display and presentation of news.

(2 x 10 = 20 marks)