D5BMC2306 **Reg. No.....**

Name: .....

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025
(Regular/Improvement/Supplementary)
JOURNALISM & MASS COMMUNICATION
GBCJ5D01T: NEWSPAPER JOURNALISM
(OPEN COURSE)

Time: 2 Hours **Maximum: 60 Marks**

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

(Ceiling 20 marks)

Write short notes on:

1. Define News.
2. Ribbon headline.
3. Sports News.
4. Direct Address Lead.
5. Hammer.
6. Bureau Chief.
7. Summary Lead.
8. Define Journalism.
9. Photo-journalism.
10. Secondary source of news.
11. QuarkXPress
12. Optical centre.

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

(Ceiling 30 marks)

13. Write a short note on any five types of headline.
14. Discuss the functions of a sub-editor.
15. Differentiate between ‘Hard news’ and ‘Soft news’.
16. Elaborate on editorial.
17. Give a short note on the general principles of editing.
18. Write an account on the evolution of newspaper.
19. What are the objectives of a layout?

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

20. Define ‘News’ and explain some news determinants.
21. Explain the different sources of news.

(1 x 10 = 10 Marks)