



End Semester Examination (SEM-I)

B.A Multimedia and Mass Communication

Course Code: MCA 103

Course Title: Introduction to Journalism

Day and Date: Tuesday, ³⁰~~28~~ Nov 2017

Time: 10.30AM to 1.30PM

Time: 3Hr

Marks: 100

1) All questions are compulsory

3) Figures to the right indicate full marks.

Q.01	Fill in the blanks with appropriate option	Marks-	CO
		08	
a)	Media is theestate of Democracy. i) Third ii) Fourth iii) Fifth iv) Second	01	CO1
b)	'Freedom of speech and Expression' is mentioned in..... i) Article 20 ii) Article 22 iii) Article 19 iv) Article 23	01	CO1
c)	Hicky's Gazzete was first published in i) 1878 ii) 1732 iii) 1780 iv) 1776	01	CO2
d)	The Times of India (Daily) belongs to.....group. i) Bennet Coleman & Co ii) Enadu group iii) Lokmat iv) ABP group	01	CO2

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|---|----|-----|
| e) TV ismedia. | 01 | CO3 |
| i) Visual ii) Audio iii) Audio -Video iv) None of these | | |
| f) Accident related news reporting is assigned to reporter. | 01 | CO3 |
| i) Accident ii) Crime iii) News iv) Disasters | | |
| g) Byline means | 01 | CO4 |
| i) Name of a reporter printed above story | | |
| ii) It means the line rules used to form a box in display | | |
| iii) The first edition of side | | |
| iv) None of these | | |
| h) What is yellow Journalism | 01 | CO4 |
| i) Exploitative sensational | | |
| ii) Classified telephone directory | | |
| iii) A low priced novel | | |
| iv) Journalism related to film Industry | | |

Q.02 Answer in one or two sentences (Any Eight)

Marks- CO

16

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|---|----|-----|
| a) Define Journalism. | 02 | CO1 |
| b) What is news? | 02 | CO1 |
| c) What is Objectivity in Journalism? | 02 | CO2 |
| d) What is Opinion? | 02 | CO2 |
| e) What is Intro or Lead? | 02 | CO3 |
| f) What are quotations? | 02 | CO3 |
| g) Define dateline. | 02 | CO4 |
| h) Write two principles of clear writing? | 02 | CO4 |
| i) Define credit line. | 02 | CO4 |

Q.03 Write short note on any Four.

Marks- CO

16

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|---------------------|----|----|
| a) Page 3 reporting | 04 | CO |
|---------------------|----|----|

b) The Indian Express(Daily)	04	CO
c) Web journalism	04	CO
d) Sports reporter	04	CO
e) Rudolf Flesch's Formula	04	CO
f) Electronic media	04	CO

Attempt any Six of the following.

Marks- CO

30

a) Relate media with Democracy.	05	CO
b) Define Journalism as an art.	05	CO
c) Describe 'Inverted Pyramid'.	05	CO
d) What is video conferencing?	05	CO
e) Explain News story construction for electronic media.	05	CO
f) Discuss on 'Parliament reporting'.	05	CO
g) Write a short report on disaster that took place at your surroundings.	05	CO

Attempt any Three of following

Marks- CO

30

a) Write your role and responsibilities in society as a journalist	10	CO
b) What is news? Define news value with suitable example.	10	CO
c) Write a brief history of print media.	10	CO
d) Describe the editorial structure of newspaper.	10	CO
e) As a reporter mention the sources from where you collect the data for news.	10	CO