



M 937

Reg. No. :

Name :

**II Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.M./B.C.A./B.S.W.
Degree (CCSS – Reg./Supple./Improv.) Examination, April 2012
COMPLEMENTARY COURSE IN JOURNALISM
2C02/3C02/4C02 JNL : Print Media Journalism**

Time: 3 Hours

Max. Weightage : 30

PART – A

Answer **any 8** questions not exceeding **30** words. **Each** question carries
1 weightage :

(8×1=8)

1. Canned copy
2. Journalese
3. Kill
4. Legman
5. Obit
6. Padding
7. Columnist
8. Pagination
9. Run
10. Earpieces
11. Issue
12. Freelancer.



PART – B

Answer **any 5** questions not exceeding **150** words. **Each** question carries **2** weightages :

(5×2=10)

13. Explain hard and soft news.
14. Examine the different types of interviews.
15. Write a note on editorial writing.
16. What is Development Reporting ?
17. Explain the duties and responsibilities of a chief editor.
18. Discuss tabloid and yellow journalism.
19. Discuss inverted pyramid style.
20. Explain the challenges of investigative journalism.

PART – C

Answer **any 2** questions **not** exceeding **450** words. **Each** question carries **6** weightages.

(2×6=12)

21. Examine the organisation of a newspaper.
 22. Discuss the desired qualities of a Reporter.
 23. Explain the duties of a copy editor.
 24. Comment on News Agencies.
-