



M 3724

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./Improve.) Examination, May 2013
COMPLEMENTARY COURSE IN JOURNALISM
3C02/2C02/4C02 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. AP
2. Beat
3. Tabloid
4. Teaser
5. Spot news
6. Copy
7. Scoop
8. News sense
9. Story
10. Talking points
11. Reciters
12. Expose.



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. What is Press Embargo ?
15. What are the main points to be remembered for conducting an interview ?
16. Explain Inverted Pyramid Style.
17. Examine the functions of Headlines.
18. What is investigative reporting ?
19. Write a note on Indian News Agencies.
20. What are the salient points of the news ?

PART – C

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

(2×6=12)

21. Explain the important news values.
 22. Examine the essential qualities of a good news reporter.
 23. Explain the importance and function of news lead.
 24. Comment on the duties and responsibilities of a chief editor.
-