



K20P 0289

Reg. No. :

Name :

**II Semester M.C.J./M.A. Journalism and Mass Communication Degree
(CBSS – Reg./Suppl./Imp.) Examination, April 2020
(2016 Admission Onwards)
MCJ 2C 06 : MAGAZINE JOURNALISM**

Time : 3 Hours

Max. Marks : 60

Instruction : Answer question I and four others. Each questions carry equal marks.

- I. Write short notes on **any four** of the following
 - 1) Advertorial
 - 2) E-zine.
 - 3) B2B
 - 4) Edward Cave
 - 5) Columns
 - 6) Gatefold.
- II. Detail the qualities and responsibilities of a magazine editor.
- III. Prepare a profile feature of Tovino Thomas for a film magazine.
- IV. Discuss the procedures involved in book review.
- V. Write a review on any film you have watched recently.
- VI. Delineate how feature is different from a news story.
- VII. Explain the current trends and challenges in magazine journalism.

(5×12=60)