



M 10185

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.
(CCSS-Regular/Supplementary/Improvement) Degree Examination, March 2011
JOURNALISM**

**Journalism Complementary Course for Malayalam/English/Func. English/
History/Pol.Sci. Core**

2C02/3C02/4C02 JNL : Print Media Journalism

Time: 3 Hours

Max. Weightage : 30

PART – A

I Answer any 12 questions in not more than 50 words each.

- 1) Facsimile
- 2) IENS
- 3) Format
- 4) Pull-out
- 5) Readership
- 6) Scoop
- 7) Size down
- 8) Tight story
- 9) Yellow journalism
- 10) Reuters
- 11) Beat
- 12) Bulletin
- 13) By-line
- 14) Centre spread
- 15) Copy
- 16) Edit page.

(Weightage 12×1=12)

P.T.O.



PART – B

II. Answer **any five** questions in not more than **150** words **each** :

- 17) Comment on international news agencies.
- 18) What are the qualities of a good sub-editor ?
- 19) Comment on special correspondents.
- 20) Explain the duties of an Editor.
- 21) What are the stock sources of news for a newspaper ?
- 22) What is investigative reporting ?
- 23) "A good headline is a work of art". Explain.
- 24) Explain the importance of pictures in newspapers.

(Weightage 5×2=10)

PART – C

III. Answer **any two** questions in not more than **450** words **each** :

- 25) Discuss the different types of interviews.
- 26) Explain the concept of news.
- 27) Examine the qualities and duties of a News Reporter.
- 28) Comment on the organisation of the editorial department of a newspaper and explain the duties of the persons in key posts.

(Weightage 2×4=8)