

**E 2989**

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Reg. No.....

Name.....

**B.A. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2022**

**Fifth Semester**

**B.A. Multimedia**

**Core Course—PRINT JOURNALISM**

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

*Answer in a word or phrase.*

1. Breaking News.
2. Lead.
3. Photo composing.
4. Pre-press.
5. Plate making.
6. Libel.
7. Photo magazines.
8. UNI.
9. Photojournalism.
10. Fonts styles and size.

(10 × 1 = 10)

**Part B (Brief Answer Questions)**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. What is Typography ?
12. Copy Editor.
13. What do you mean by Fourth Estate ?
14. What is Pagination ?
15. Explain Process Colour.
16. What is Credit Line ?

**Turn over**

17. Press council of India.
18. Audit bureau of Circulation.
19. Page lay out.
20. News gathering.
21. Offset printing.
22. Feature writing.

(8 × 2 = 16)

**Part C (Short Essays)**

*Answer any six questions.  
Each question carries 4 marks.*

23. Explain the structure of a news report.
24. What do you mean by news source ?
25. Explain Electronic Journalism.
26. What do you mean by media convergence ?
27. Write about freedom of press.
28. Explain duties and responsibilities of an Editor.
29. What is specialised reporting ?
30. Explain basic components of a news story.
31. Explain the process of print production.

(6 × 4 = 24)

**Part D (Essays)**

*Answer any two questions.  
Each question carries 15 marks.*

32. Write briefly History of journalism.
33. Critically examine the future of Print media.
34. Explain freedom and social responsibilities of print media.

(2 × 15 = 30)