

Reg. No.....

Name.....

18U568

**B. B. A. DEGREE END SEMESTER EXAMINATION - OCTOBER/NOVEMBER 2018**

**SEMESTER –5: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)**

**COURSE: 16U5CRBBA22: JOURNALISM**

*(For Regular - 2016 admission)*

Time: Three Hours

Max. Marks: 75

**PART A**

*Answer **all** questions. Each question carries **1** mark.*

1. Broadsheet
2. Supplements
3. Convergence
4. Message
5. Encoding
6. Interpersonal Communication

(1 x 6 = 6)

**PART B**

*Answer **any seven** questions. Each question carries **2** marks.*

7. Is propaganda for government, a function of Journalism? Why?
8. How sensationalism affected Indian media in the global scenario?
9. What are the various styles of writing a headline?
10. Explain traditional media and its different forms.
11. Fashion writing is a new trend in newspaper writing style discusses its various components.
12. Various forms of new media and their use in transmitting information.
13. What are the procedures for writing a news report?
14. "Journalists are gatekeepers of information". Do you agree? Does this gate keeping obstruct free flow of information?
15. Differentiate between Creative and Factual style of writing.
16. Reporters are eyes and ears of a media organization. Explain.

(2 x 7 = 14)

**PART C**

*Answer **any five** questions. Each question carries **5** marks.*

17. Define headline. Explain different types of headlines.
18. We all read newspaper every day and magazines every day. What do you understand by letter to editor describe its importance in any newspaper or in magazines.

19. How Journalism becomes the fourth pillar of democracy?
20. Discuss the role of the media in creating environmental awareness and its success or failure as a watch dog with reference to at least two recent examples.
21. What are the different steps in the production of a Newspaper?
22. Critically examine the limitations of appearing neutral in situations where for example human rights have been violated. Describe how objectivity is achieved in news reporting.
23. Explain the recent trends in communication. Explain the role of communication in the context of convergence and globalization.
24. Discuss the role of Newspaper in Public Opinion. (5 x 5 = 25)

#### PART D

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

25. What do you understand by journalistic ethics? Briefly enumerate the Code of Ethics formulated by the Press Commission of India.
26. Is the elements of news at least three are most important. Identify these elements with your explanation for importance.
27. What do you understand by news values? Do they play significant role in selecting news for the newspaper? Explain.
28. Explain in detail about media and communication. (15 x 2 = 30)

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