

Reg. No

Name

BBA DEGREE END SEMESTER EXAMINATION - OCTOBER 2019
SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U5CRBBA22 : JOURNALISM
(For Regular - 2017 Admission and Supplementary - 2016 Admission)

Time : Three Hours

Max. Marks: 75

Section A**Answer any 6 (1 marks each)**

1. The political function of media
2. Accountability
3. Community Journalism
4. Reuters
5. Element of News
6. Typography

(1 x 6 = 6)

Section B**Answer any 7 (2 marks each)**

7. Is propaganda for government, a function of Journalism? Why?
8. Elaborate scope of Journalism in Indian scenario.
9. Which are the characteristics of Community Journalism
10. What is the difference between Broadsheet newspapers and Tabloid newspapers
11. Prepare a news report on the recent flood occurred in Kerala.
12. Which are the Press organizations in India
13. What is the difference between hard news and features
14. What is investigative reporting?
15. News about environment and other social problems should get more importance in news media. What is your opinion and why?
16. Explain the importance of Lead in a news story

(2 x 7 = 14)

Section C**Answer any 5 (5 marks each)**

17. Elucidate Role of media in our Society
18. What are the different steps in the production of a Newspaper?
19. Which are the different type of newspaper
20. How would you calculate the newsworthiness of an event? Illustrate with suitable examples.
21. 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.
22. Explain the various problems and pitfalls a reporter may encounter while reporting a news story.

23. Which are the important news values
24. Why newspaper page make-up is giving so much importance on application of technology?

(5 x 5 = 25)

Section D

Answer any 2 (15 marks each)

25. What do you understand by news values? Do they play significant role in selecting news for the newspaper? Explain.
26. Explain the Ethics in Photojournalism with reference to the citizen journalism and new media.
27. "Interest is an important element of news". Can this statement define news? Discuss with examples.
28. Enumerate the role of Sub-editors in a media organization.

(15 x 2 = 30)