

B C J DEGREE END SEMESTER EXAMINATION - JULY 2021
SEMESTER 2 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U2CRBCJ2 : REPORTING AND FEATURE WRITING
(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is 'Dateline' in News ?
2. What is 'Round' in News Story ?
3. What does the term 'Kill' mean in a news story ?
4. What is 'Embargo' ?
5. What is 'Grid' ?
6. What is 'Kicker' ?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Explain briefly on 'Sakshi'
8. Explain briefly on 'Andhra Jyothi'
9. Explain briefly on 'India Today'
10. Explain briefly on 'Pratiyogita Darpan'
11. Explain briefly on 'Filmfare'
12. What is 'Letters to Editor' ?
13. Explain briefly on 'Tinkle'
14. Outline a short note on 'Shobha De'
15. Outline a short note on 'Vir Sanghvi'
16. Outline a short note on 'Talveen Singh'

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. List out five definitions of 'News'
18. Explain briefly on 'Immediacy' with example
19. Explain briefly on 'Hourglass News Structure'
20. Explain the disadvantages of Inverted Pyramid Style of News Structure
21. How is news disseminated in the digital era
22. Examine the significance of Financial Reporting
23. Explain any four types of Interview
24. What are the basic principles of Interviewing ?

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. What makes news ? Discuss the difference between soft news and hardnews.
26. What is 'news source' ? Explain about the different types of news sources.
27. Explain briefly on I) News II) Feature III) Column IV) Editorial V) Reviews
28. What is 'Review' ? Explain on different types of Reviews.

(15 x 2 = 30)