

B B A DEGREE END SEMESTER EXAMINATION - JULY 2021
SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 20U2CPBBA2 : JOURNALISM AND PRINT MEDIA
(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Define Accountability in journalism
2. Define 'The Hindu'
3. Define Development Journalism
4. What is an opinion piece?
5. Define Caption
6. Define Magazine layout
7. What is defamation?
8. What is Indesign

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Which are the Legal responsibilities of journalist?
10. How Journalism becomes the fourth pillar of democracy?
11. Which are the characteristics of Community Journalism?
12. Write a short note on the advantages and disadvantages of Periodicals
13. "Interest is an important element of news". Can this statement define news? Discuss with examples.
14. Discuss the influence of media and socialization.
15. What is the difference between hard news and features?
16. Mass media plays a major role in cultural imperialism. Discuss

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Elaborate scope of Journalism in Indian scenario.
18. Live coverage has made news a 24 hours business. Discuss the elements of news in the context of globalized world.
19. 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.
20. The traditional news values are taking back seat as the characteristic of tabloid journalism are taking over newspaper-Do you agree with this statement? Give reasons for your answer
21. Give the five parts of typical news story.
22. Why newspaper page make-up is giving so much importance on application of technology?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. "Powerful corporations have enormous influence on mainstream media." Justify your view with examples.
24. Is the elements of news at least three are most important. Identify these elements with your explanation for importance.
25. Given an opportunity to write a column in a newspaper, what subject will you choose. explain the reason behind your choice
26. Explain about the major design softwares using in a news room

(10 x 2 = 20)