

Reg. No

Name

23U257

BBA DEGREE END SEMESTER EXAMINATION : MARCH 2023

SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U2CPBBA2: JOURNALISM AND PRINT MEDIA

(For Regular - 2022 Admission and Improvement / Supplementary – 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. What is a creative lead?
2. How has technology influenced the way people consume radio content today?
3. Outline a short note on 'Malayala Manorama'.
4. Define Reuters.
5. What is Human interest Reporting?
6. Define Byline.
7. Define Print Journalism.
8. What is Freedom of the Press?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. How did the invention of printing revolutionize the production of books and other printed materials?
10. How Journalism becomes the fourth pillar of democracy?
11. Outline a short note on the advantages and disadvantages of Periodicals.
12. List any three weekly magazines?
13. Why is it important for reporter's to talk to sources?
14. Explain the impact of media on human behaviour.
15. News about environment and other social problems should get more importance in news media. What is your opinion and why?
16. Discuss the influence of media on society.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. What are some effective strategies employed by newspapers and periodicals to engage and captivate their audiences?
18. Discuss the characteristics of Television as a powerful medium.
19. What factors contribute to capturing and sustaining readers' interest in newspapers, magazines, and online publications?
20. What are the key factors that contribute to the quality and credibility of newspaper and periodical contents?
21. How does the 'objectivity' of journalism work in news reporting?
22. How does a free and independent press contribute to ensuring government accountability in a democratic society?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. What is Lead? Discuss the different types of leads with its functions.
24. Explain the different kinds of journalism and its functions.
25. Explain briefly about the major newspapers and magazines in India.
26. Analyze the recent trends in television broadcasting in India.

(10 x 2 = 20)