

Reg. No

Name

24U242

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 2 - MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U2CRBCJ2 - REPORTING AND FEATURE WRITING

(For Regular - 2023 Admission and Improvement / Supplementary – 2022/2021/2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is 'Kicker'?
2. What is 'Bleed' in a Newspaper?
3. Define 'Fourth Estate'.
4. What is 'Boil Down' in a News Story?
5. What is 'Print time' in News Papers?
6. What is 'Column'?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. What is 'Editorial'?
8. Explain briefly on 'Grihshobha'.
9. Outline a short note on 'Rajdeep Sardesai'.
10. Explain briefly on 'India Today'.
11. Explain briefly on 'Lokmat'.
12. Outline a short note on 'Khushwant Singh'.
13. Explain briefly on 'Andhra Jyothi'.
14. Outline a short note on 'T J S George'.
15. Explain briefly on 'The Caravan'.
16. Explain briefly on 'Forbes India'.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. What are the skills required for writing a feature story ?
18. Explain briefly about 'Lead' in a News Story.
19. How is news disseminated in the digital era?
20. Distinguish the difference between 'News' and 'Feature Stories'.
21. What are the things to be kept in mind while writing an Obituary Report?
22. What are the skills required for a reporter for Tourism Reporting?
23. Explain the disadvantages of Inverted Pyramid Style of News Structure.
24. Distinguish the difference between 'Hard News' and 'Soft News'.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. What is a 'Movie Review' ? Review on a movie you have watched recently.
26. What is 'Headline' ? Explain in detail the different types of Headlines.
27. What is an Interview ? Explain on different types of Interviews.
28. What makes news? Discuss the elements that adds news value to a story.

(15 x 2 = 30)