BBA DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 2 - INTEGRATED MARKETING AND NEW MEDIA
COURSE : **19U2CPBBA2 - JOURNALISM AND PRINT MEDIA**
(For Regular - 2023 Admission and Improvement / Supplementary – 2022/2021/2020 Admissions)

Time : Three Hours   Max. Marks: 60

PART A
Answer All (1 mark each)

1. What is paid news?
2. Define BBC.
3. What is the importance of 'fact checking process' in Indian news media?
4. What is News Interview?
5. Define Development Journalism.
6. What is Typography?
7. What is Headlines?
8. What are News Agencies?

(1 x 8 = 8)

PART B
Answer any 6 (2 marks each)

9. Explain traditional media and its different forms.
10. What are the core principles of accuracy and fact-checking in journalistic reporting?
11. Differentiate between news writing and feature writing.
12. What is the differance between byline and headline?
13. Explain on Prasar Bharathi and it's role in Indian Broadcasting.
14. What is Investigative Reporting?
15. What are the key objectives of headline writing in capturing readers' attention?
16. Discuss the principles of news writing and its relevance to responsible journalism.

(2 x 6 = 12)

PART C
Answer any 4 (5 marks each)

17. Explain the growth of private channels in India.
18. What do you understand by Freedom of the Press and Editorial freedom of Newspaper?
19. How does the principle of fairness and balance guide reporters in presenting multiple perspectives in their reporting?
20. Discuss the influence of politics in media economy in 21st century.
21. Discuss the role of Cartoons in a newspaper.
22. Explain briefly on the basic principles of journalism.

(5 x 4 = 20)

PART D
Answer any 2 (10 marks each)

23. Explain the role of Press in Democracy.

24. "Powerful corporations have enormous influence on mainstream media." Justify your view with examples.

25. Explain about the Inverted Pyramid style of news writing with it's advantages and disadvantages.

26. Discuss the history of Radio in India.

(10 x 2 = 20)