B A, B SC, B COM DEGREE END SEMESTER EXAMINATION - APRIL 2025

UGP (HONS.) SEMESTER - 2: DISCIPLINE SPECIFIC COURSE

COURSE: 24UJMCDSC104: PRINT MEDIA: DESIGN AND PRODUCTION

(For Regular 2024 Admission)

Time: 2 Hours   Max. Marks - 70

PART A

Answer any Five questions; Each question carries 2 marks   **(5 x 2 = 10)**
1. Define Advertorial.   (Remember)

2. What is Defamation?   (Remember)

3. What is the purpose of a 'Byline' in journalism?   (Remember)

4. What is Digital Journalism?   (Remember)

5. Explain the role of a 'Grid' in newspaper design.   (Understand)

6. What is Data-Driven Journalism?   (Understand)

PART B

Answer any Six questions; Each question carries 5 marks   **(6 x 5 = 30)**
7. Differentiate between 'Hard News' and 'Soft News' with examples.   (Analyze)

8. Analyze the role of a Press Conference in journalism.   (Analyze)

9. Describe the 'Linked Box Structure' and its use in journalism.   (Understand)

10. Analyze the importance of Legal Reporting in journalism.   (Analyze)

11. Summarize the key aspects of 'The Hindu' newspaper.   (Understand)

12. Explain the duties and significance of an Editor in a News Paper.   (Understand)

13. Differentiate between 'Paid New's and 'Fake News'.   (Analyze)

PART C

Answer any Two questions; Each question carries 15 marks   **(2 x 15 = 30)**
14. What is News Source? Discuss the different types of news sources and their
      importance in media.   (Remember)
15. Discuss the different types of 'Leads' in journalism and their functions. Provide
      examples to illustrate their use.   (Apply)
16. "Reporters are the eyes and ears of a media organization." Justify this statement
      with relevant examples, analyzing the role of reporters in news gathering
      and dissemination.   (Analyze)