

**B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025**  
**SEMESTER 3 : MASS COMMUNICATION AND JOURNALISM MODEL - I**  
**COURSE : 19U3CRBCJ03 : EDITING, DESIGN AND PAGINATION FOR PRINT**  
*(For Improvement/Supplementary 2023/2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. What is 'Newsdesk'?
2. Define an editorial.
3. Explain 'photo cutouts'.
4. What is a 'Deck'?
5. Comment on the 'center spread'.
6. What is 'Defamation'? How can it be avoided?

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. Elaborate on the 'I Think' column.
8. What is a 'caution editorial'?
9. Define a 'story text'.
10. What is 'Camera ready copy'?
11. What is a Jump?
12. What is 'pica'? What is it used for?
13. Illustrate 'Direct Speech' with an example.
14. Discuss the rule for using numerals in headlines.
15. Explain 'Letters to the Editor'. Why is it important?
16. What do you mean by 'primary colours'?

**(2 x 7 = 14)**

**PART C**

**Answer any 5 (5 marks each)**

17. Discuss the rules for using abbreviations, capitalization and numerals in newspaper
18. Explain the principles of artistic design.
19. Discuss briefly the techniques of editing news agency copies for a newspaper. Does the policy of a newspaper have any influence on it?
20. Explain the traditional and contemporary make-up concepts.
21. How does editorial page differ from other pages in terms of content and structure?
22. Explain the difference between traditional and modern headlines with examples.
23. Discuss the importance of stylebook in editing.
24. Explain the process of News Editing.

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Explain the principles of page make-up.
26. Discuss the responsibilities of a sub editor
27. Can a story begin without an intro? Does the intro go against literary writing? What is its importance in news communication? Discuss.
28. What is a Feature Story? Explain the APPLAUSE formula.

**(15 x 2 = 30)**