

BA, BSc, BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2025**UGP (HONS.) SEMESTER - 1: DISCIPLINE SPECIFIC COURSE****COURSE: 24UJMCDS101: PRINCIPLES OF NEWS REPORTING PRACTICE***(For Regular 2025 and Improvement/Supplementary 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

PART - A**Answer any five of the following questions**

1. What is proximity in news value? (U)
2. Differentiate between hard news and soft news. (An)
3. What is a whistleblower? (U)
4. Vox Pop (U)
5. What is a sting operation? (U)
6. SEO (U)

(5Q x 2 marks = 10 marks)**PART B****Answer any six of the following questions**

7. What makes a story newsworthy? Explain with examples (U)
8. Explain the importance of verification in news reporting. (An)
9. Explain the role of a crime reporter. (A)
10. Write a short note on Reuters. (U)
11. Describe the role of ethics in maintaining public trust in news media. (E)
12. Elaborate on the responsibilities of a reporter. (An)
13. Headlines should be clear, concise, and catchy. Explain. (An)

(6Q x 5 marks = 30 marks)**PART C****Answer any two of the following questions**

14. Critically evaluate the inverted pyramid style of news writing. (E)
15. Compare and contrast different styles of news leads with examples. (E)
16. Sensationalism undermines journalistic credibility and damages public trust. Critically analyse. (An)

(2Q x 15marks = 30marks)