

M. A. DEGREE END SEMESTER EXAMINATION - APRIL 2026**SEMESTER 2 : JOURNALISM AND MASS COMMUNICATION****COURSE : 24P2MCJT06 : MAGAZINE JOURNALISM AND FEATURE WRITING***(For Regular 2025 Admission and Improvement/Supplementary 2024 Admission)*

Time : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

1. Write a note on Bobby Ghosh as an editor. (U)
2. Write the functions of magazines. (U)
3. What are post-expire copies? (U)
4. What is a digital issue? (R)
5. Write a short note about Kamal Ram Sajeiv. (U)
6. What is 'double truck'? (R)
7. What is E-publishing? How is this influencing magazine publishing? (U)
8. Briefly explain on 'Filmfare.' (U)
9. What is principle of perception? (U)
10. What is cultural reporting? Give its importance in magazines. (U)

(1 x 8 = 8)**PART B****Answer any 6 questions****Weights: 2**

11. Write a short note on Pachakkuthira Magazine. (U)
12. Write a note on the competitive landscape of print media market. (E)
13. Write a short note about M. T Vasudevan Nair. (U)
14. What is 'flat plan'? Illustrate with an example of an inside page plan. (R)
15. Write about the essential elements of a magazine cover. (U)
16. Discuss the characteristics of tabloid journalism, including sensationalism and scandal - mongering. (U)
17. Write about the contributions of The Hindu Group of publications in magazine publishing. (An)
18. Write a note on the different types of articles in a magazine. (E)

(2 x 6 = 12)**PART C****Answer any 2 questions****Weights: 5**

19. Illustrate the Gestalt Principles of design. (U)
20. Write a feature story on an environmental issue faced in Kerala for a general interest magazine of your choice in English. (250 words) (Cr)
21. Do you think that each magazine has its own style of writing? Elaborate your point of view on the basis of different writing styles. (E)
22. Discuss the current trends and challenges facing the magazine industry in Kerala. (U)

(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;