

B A, B SC, B COM DEGREE END SEMESTER EXAMINATION - APRIL 2026**UGP (HONS.) SEMESTER - 2: DISCIPLINE SPECIFIC COURSE****COURSE: 24UJMCDS104: PRINT MEDIA: DESIGN AND PRODUCTION***(For Regular 2025 and Improvement/Supplementary 2024 Admission)*

Time: 2 Hours

Max. Marks - 70

PART A – Short Answers***(Answer any FIVE of the following questions - 2 marks each)***

1. What are national dailies? Give two examples. (CO1)
 2. What is meant by editorial freedom? (CO4)
 3. What is the inverted pyramid structure in news writing? (CO2)
 4. What is beat reporting? (CO1)
 5. Mention any two qualities of a good sub-editor. (CO4)
 6. What are mortises and insets in page layout? (CO3)
- (2 x 5 = 10)**

PART B – Short Essays***(Answer any SIX of the following questions - 5 marks each)***

7. Explain the difference between news stories and feature stories. (CO1, CO2)
 8. Explain typography, hierarchy, leading, tracking, and kerning. (CO3, CO5)
 9. Discuss the organisational structure of an editorial department. (CO2, CO3)
 10. Explain the significance of OP-Ed page in a newspaper. (CO1, CO2)
 11. "The most useful person of a newspaper is one who can edit". Elaborate. (CO2, CO3)
 12. Analyse the role of infographics and cartoons in newspapers with examples. (CO3, CO4)
 13. Discuss the principles of balance, contrast, and harmony in layout design. (CO3, CO5)
- (5 x 6 = 30)**

PART C – Essay Questions***(Answer any TWO of the following questions - 15 marks each)***

14. Explain the structure and content of newspapers, including different formats and content categories. (CO2, CO3)

15. Discuss the different writing techniques for print media, including news structures and types of reporting. (CO1, CO4)
16. Explain the pagination and layout principles used in newspaper production. (CO3, CO5)
- (15 x 2 = 30)**