

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

English

Major Elective — JOURNALISM AND MASS  
COMMUNICATION

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ is the most important part of news story.
- (a) The introduction (b) The end  
(c) The middle (d) The opinion

7. Marshall McLuhan termed radio as \_\_\_\_\_
- (a) fast medium (b) hot medium  
(c) swift medium (d) none of the above
8. Terrestrial transmitters are \_\_\_\_\_ instruments.
- (a) satellite based (b) internet based  
(c) sea based (d) land based
9. \_\_\_\_\_ has been set up to ensure the safety of the government networks.
- (a) BERT (b) CELT  
(c) DEGT (d) CERT
10. \_\_\_\_\_ is a form of citizen's journalism.
- (a) Facebook (b) Blog  
(c) Mail (d) Radio

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) What are the duties of a sub editor?

Or

- (b) What are the departments of a news organization?

2. There is \_\_\_\_\_ of reporters in Magazines.
- (a) Lesser number (b) More number  
(c) Equal number (d) Great number
3. UNI started working in \_\_\_\_\_
- (a) 1962 (b) 1972  
(c) 1961 (d) 1951
4. \_\_\_\_\_ is the most important part in the profession of journalism.
- (a) Sports (b) Commerce  
(c) Lifestyle (d) Crime
5. \_\_\_\_\_ is said to be the father of Indian journalism.
- (a) D.K. Joshi  
(b) Raja Ram Mohan Roy  
(c) Rajesh Bakshi  
(d) Varun Datta
6. \_\_\_\_\_ is the life blood and very basic condition of society.
- (a) Communication (b) Journalism  
(c) Media houses (d) Internet

12. (a) How is news defined?
- Or
- (b) What are the functions of IANS?
13. (a) What are the characteristics of Gandhian era in Indian journalism?
- Or
- (b) Why do we communicate?
14. (a) What are the latest developments in communicating through radio studios in India?
- Or
- (b) How does government of India monitor television channels?
15. (a) How is the broadband service useful in journalism?
- Or
- (b) How is blog used for spreading web hate?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)  
Each answer should not exceed 600 words.

16. (a) Why is preparing the news in inverted pyramid style important in newspaper?

Or

- (b) How does an editor have control over intellectual material being published in a news paper?

17. (a) What are the essential qualities of a reporter?

Or

- (b) What are the different types of reporting?

18. (a) What are the types of communication?

Or

- (b) How are the Indian and western concepts and theories of communication different?

19. (a) What are the current trends in Radio Broad Cast?

Or

- (b) Write on the influence of cable television in India.

20. (a) How is information technology used effectively in Journalism?

Or

- (b) How is web journalism different from conventional journalism?
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