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(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2024**

Journalism and Mass Communication

JOU 4 (3) C01—JOURNALISTIC PRACTICES

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type)*All questions can be answered.**Each question carries 2 marks.**(Ceiling 25 marks)*

1. Sub Editor.
2. Press Agents.
3. Reuters.
4. House journals.
5. Public Service Advertisements.
6. Beat reporting.
7. Investigative news story.
8. PRO.
9. CSR.
10. Political PR.
11. Advertorial.
12. Baseline.
13. Illustration.
14. Corporate communication.
15. Straight news.

Turn over

Section B (Paragraph/ Problem Type)

All questions can be answered.

Each question carries 5 marks.

(Ceiling 35 marks)

16. Discuss on the different news determinants or news values.
17. Explain the different types of reporting.
18. Elucidate the design and page make-up of a newspaper.
19. What are the different steps in an advertising campaign ?
20. Differentiate internal and external public of an organization.
21. Explain the techniques of crafting good headlines.
22. Briefly explain the various elements of an Ad copy.
23. Discuss in detail about the functions of news agencies.

Section C (Essay Type)

*Answer any **two** of the following questions.*

Each question carries 10 marks.

24. Describe the organizational chart of a newspaper.
25. Substantiate the role of advertisements in influencing the behavioral patterns of the public.
26. Point out the prominent PR campaigns in India that cause a drastic change in the society.
27. Discuss about the evolution of advertising in India.

(2 × 10 = 20 marks)

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Mass Communication and Journalism

JOU 4 (3) C01—JOURNALISTIC PRACTICES

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*The questions carry 2 marks each.**Ceiling : 25 marks.*

1. News Beat.
2. Lead.
3. Typography.
4. PRSI.
5. Freelancer.
6. Ad agency.
7. Press Release.
8. Cartoons.
9. CSR.
10. Profile.
11. Jingle.
12. PR Tools.
13. Correspondent.
14. Commercials.
15. Photojournalist.

Turn over

Section B

The questions carry 5 marks each.

Ceiling : 35 marks.

16. Explain the important features of column writing.
17. What are the social and economic benefits of advertising ?
18. Describe briefly the role of chief sub-editor in editing newspaper.
19. What is PR campaign ? Explain the main elements of a PR campaign.
20. What is the function of headline in a print advertisement ?
21. Discuss the importance of public in Public Relations.
22. What are the procedures for writing a news report ?
23. What is investigative journalism ? Discuss the qualities of an investigative reporter.

Section C

*Answer any **two** out of four.*

24. Define advertising and trace its historical development.
25. Discuss the role of Public Relations in the image management of a celebrity.
26. Delineate the organizational chart of a medium sized newspaper.
27. Reporters are eyes and ears of a media organization. Do you subscribe to this view ? Illustrate your answer giving the job of a reporter.

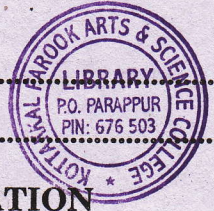
(2 × 10 = 20 marks)

C 3656

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**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 4 (3) C01—JOURNALISTIC PRACTICES

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Outline.
2. Harold Evans.
3. Hour glass.
4. Speciality reporting.
5. AFP.
6. Middle.
7. Skyline.
8. In Design.
9. House journal.
10. PSA.
11. Jingle.
12. Pocket cartoon.
13. Circulation Department.
14. Kevin Carter.
15. Travelogue.

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph Answer Type)

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Examine the role and challenges of a freelance.
17. Describe the advantages and disadvantages of inverted pyramid style of reporting.
18. Elaborate the difference between straight reporting and interpretative reporting.
19. Why do we need to design a newspaper ?
20. Explain the role of ASCI.
21. What is CSR ? How does it make business entities more accountable ?
22. Analyse the role of an advertising agency ?
23. Elaborate the important principles of copywriting.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Critically analyse the effects of advertising. Describe your answers with appropriate examples.
25. Elaborate the role and relevance of PR for a government.
26. A good investigative report is the result of months of research and painstaking efforts. Elaborate the above statement by citing examples.
27. Sub-editor is the unsung hero of a newspaper. Discuss.

(2 × 10 = 20 marks)