

D 112099

(Pages : 2)

Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2024**

Mass Communication and Journalism

JOU4(3) C01—JOURNALISTIC PRACTICES

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

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

1. Stringer.
2. Hour Glass.
3. Target Audience.
4. IPRA.
5. Page Make-up.
6. On the spot.
7. News values.
8. Headline.
9. News agency.
10. Bureau Chief.
11. Intro.
12. Travelogue.
13. Book Review.
14. Ad Copy.
15. Press kit.

Turn over

Section B

The questions carry 5 marks each.

Ceiling : 35 marks.

16. Differentiate between news 'source' and news 'beat'.
17. News editor is the number one man in a news room. Elucidate.
18. How important is a political PR in a democracy ?
19. What are the essential elements of a good advertising ?
20. Define Corporate Public Relations and explain its aims and objectives.
21. Discuss the characteristics of outdoor advertising.
22. Explain the various tools used in Public Relations.
23. Define news. Discuss the main elements of news.

Section C

Answer any two out of four.

24. Consumer ads persuade viewers to become prospective buyers. Explain.
25. Compare feature stories of any two mainstream newspapers.
26. Given an opportunity to write a column in a newspaper, what subject will you choose ? Explain the reason behind your choice.
27. Advertising is often accused of being unethical. Do you subscribe to this view ? Give your views on the need for ethics in advertising.

(2 × 10 = 20 marks)

D 51883

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NOVEMBER 2023**

Mass Communication and Journalism

JOU 4 (3) C01—JOURNALISTIC PRACTICES

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

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

1. DAVP.
2. Yellow Journalism.
3. Sub-editor.
4. Graphics.
5. PRO.
6. Outdoor Advertising.
7. Copywriting.
8. Brand Image.
9. Columns.
10. Bureau Chief.
11. PR Campaign.
12. News Desk.
13. ASCI.
14. Editorial.
15. Ad Campaign.

Turn over

Section B

The questions carry 5 marks each.

Ceiling : 35 marks.

16. Discuss the importance of news sources in making news.
17. Explain the need for photography in journalism and the qualities of a photographer.
18. What are the basic principles of a front page-make up ?
19. Write the advantages of Internet ads.
20. What makes a successful PRO ?
21. Differentiate between external and internal publics.
22. Explain the functions of logo in advertising.
23. Enumerate the functions of advertising agency.

Section C

Answer any two out of four.

24. Does the projection of women in advertising violate ethics ? Discuss with examples.
25. "Headlines perform the functions of indexing, summarizing and advertising the news story." Explain.
26. Community relations is an important element of Corporate Social Responsibility. Discuss.
27. Enumerate the growth of PR as a concept and profession. What is the prospect of PR in India ?

(2 × 10 = 20)

D 31935

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**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

Mass Communication and Journalism
JOU 4(3) C01—JOURNALISTIC PRACTICES
(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

Answer any number of questions each not exceeding 50 words.

Each question carries 2 marks.

Ceiling of marks for Part A is 25.

- | | |
|------------------------------|----------------|
| 1. PRSI. | 2. Jingles. |
| 3. Logo. | 4. ASCI. |
| 5. CSR. | 6. Editorial. |
| 7. PTL. | 8. Travelogue. |
| 9. Stringers. | 10. Bureau. |
| 11. News editor. | 12. Lead. |
| 13. DAVP. | 14. Masthead. |
| 15. Investigative reporting. | |

Part B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks.

Ceiling of marks for Part B is 35.

16. Advertising is commercial communication - Do you support this view ?
17. Does advertisement layout start with visualization? What are the elements of ad layout ?
18. What are the different stages in the creation of a successful Brand ?
19. What is Public Relation ? Compare it with Propaganda and Advertising.
20. Public Relation is increasingly becoming a Management function. Discuss.
21. What, according to you, are the two most important departments in newspaper organization ?

Turn over

22. What is the difference between editing a daily newspaper and a periodical ?
23. "Journalists are gatekeepers of information". Do you agree ?

Part C

*Answer any **two** questions, not exceeding 400 words.
Each question carries 10 marks.*

24. Define news Discuss the main elements of news.
25. Why newspaper page make-up is giving so much importance on application of technology ?
26. How important is research in advertising ? Explain.
27. What is PR campaign ? Discuss the need for objective and planning in the campaign process.

(2 × 10 = 20 marks)

D 12136

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THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

Mass Communication and Journalism

JOU 4(3) C01—JOURNALISTIC PRACTICES

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type)*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

- | | |
|------------------------------|---------------------|
| 1. IPRA. | 2. Logo. |
| 3. Ad campaign. | 4. ASCI. |
| 5. External PR. | 6. Page make up. |
| 7. UNI. | 8. News editor. |
| 9. Interpretative reporting. | 10. Chief reporter. |
| 11. Hour glass style. | 12. CSR. |
| 13. Lead. | 14. Objectivity. |
| 15. Beat. | |

(10 × 3 = 30 marks)

Section B*Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. House Journal is a platform where employer and employees meet. Elucidate.
17. 'Public sector PR is an easy exercise compared to private sector PR'. Do you agree ? Explain your stand.
18. What do you understand by advertising campaign ? Does it depend on media planning ?
19. What is the function of headline in a print advertisement ?

Turn over

20. Discuss briefly the techniques of editing news agency copies for a newspaper.
21. News Editor is the number one man in a news room. Elucidate.
22. What are the main elements of a Public Relation campaign ?
23. What is investigative journalism ? Discuss with examples.

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. What is crisis management in Public Relation ? What are the tools that may be used in overcoming crisis of an institution ? Discuss with examples.
25. Advertising is often accused of being unethical. Do you subscribe to this view ? Give your views on the need for ethics in advertising.
26. A photograph tells more than a thousand- word. Do you agree ? Give answer detailing the need for photography in journalism and the qualities of a photographer.
27. What do you understand by news values ? Do they play significant role in selecting news for the newspaper ? Explain.

(2 × 10 = 20 marks)