

(6 pages)

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Sub. Code : SEEN 5 B/
AEEN 52

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

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



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?

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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?

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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.

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

Or

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