

TB144220B

Reg. No: .....

Name: .....

**B. A. DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2017  
( Supplementary – 2014 Admission )  
SEMESTER IV – COMMUNICATIVE ENGLISH  
CEN4PMJ – PRINT MEDIA AND JOURNALISM - II**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I. Answer all questions. Each question carries 1 mark.**

1. Freelancing.
2. Gutter.
3. Subliminal advertising.
4. Proofreading.
5. Blurb.
6. Photojournalism.
7. A male writer from Kerala expressing Feminist views.
8. What is Font?
9. Circulation.
10. Scribes of Mesopotamia.

**(10x1=10)**

**PART B**

**II. Answer any eight questions. Each question carries 2 marks.**

11. Enumerate the parts of a news story.
12. What is typography?
13. Cuneiform.
14. Explain types of features with examples.
15. What is the importance of the first movable type?
16. Pulitzer Prize and its significance.
17. What is copy editing?
18. Explain the principles of Magazine Page Layout.
19. Reuters and its significance in Journalism.
20. What is Masthead? Explain with relevant example.
21. Define Typesetting.
22. Acta Diurna.

**(8x2=16)**

**PART C**

**III. Answer any six questions. Each question carries 4 marks.**

23. Explain four qualities of a sub-editor.
24. Write a human interest story based on the November-December 2015 Chennai floods.
25. Enumerate the duties of a photo editor.

26. What are the fundamentals of reporting?
27. Write an Op-Ed piece on growing ISIS recruitment from India.
28. Four women Newspaper or magazine editors of South India.
29. How is a digital version of a newspaper different from its print version?
30. Write the review of a book you read recently.
31. Back of the book, in a magazine.

**(6x4=24)**

#### **PART D**

#### **IV. Answer any two questions. Each question carries 15 marks.**

32. Explain the various departments in a newspaper office and the roles of various employees there.
33. Explain the relevance of Johannes Gutenberg's contribution to the Protestant Reformation.
34. Explain with example the differences between newspaper and magazine.
35. Write a news report on your recent visit to Mullaperiyar Dam in Idukki district of Kerala.

**(2x15=30)**