

TB173300C

Reg. No:

Name:

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2018
(2017 Admissions Regular, 2016 Admissions Supplementary/Improvement & 2015
Admissions Supplementary)

SEMESTER III - CORE COURSE (COMMUNICATIVE ENGLISH)

CE3B06TB – JOURNALISM

Time: Three Hours

Maximum Marks: 80

PART A

I Answer all questions. Each question carries 1 mark

1. What is creed?
2. A small headline above the main headline is _____.
3. Who invented movable type for printing?
4. Who is the current editor of *Outlook*?
5. Name the founder and editor of *Mathrubhumi*.
6. Give an example of a small magazine.

(6x1=6)

PART B

II Answer any seven questions. Each question carries 2 marks

7. What is depth reporting?
8. What is a news value? Give examples.
9. Who is a Resident Editor?
10. What is a news-feature?
11. Typesetting.
12. Write a short note on *Hindustan Times*.
13. *Young India*
14. Press Council of India
15. What is online journalism?
16. *Amrita Bazaar Patrika*

(7x2=14)

PART C

III Answer any five questions. Each question carries 6 marks

17. What are the different types of leads?
18. Prepare a news report on a bus accident in your locality. (Hints: 10 dead, 12 injured, 4:30 p.m., Monday, etc.)
19. What are the major elements of a magazine cover?
20. Write a feature on the topic "Part-time Jobs for Students."
21. Write a short note on the early newspapers in India.
22. Renaissance Literature.
23. Write a note on contemporary magazines in Malayalam language.
24. Discuss the nature and characteristics of New Journalism.

(5x6=30)

PART D

IV Answer any two questions. Each question carries 15 marks

25. What is the significance of headlines in a newspaper? What are the various types of headlines?
26. Enumerate the duties and responsibilities of an editor.
27. Examine the role of Malayalam press in the freedom struggle.
28. Discuss the freedom of press in India.

(2x15=30)