

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025
2018, 2019, 2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY
SEMESTER IV - CORE COURSE (English Literature and Communication Studies)
CE4B11B18 - Print Media and Journalism II

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Define war correspondent?
2. Define news.
3. Recall exclusive story.
4. What is paragraph indent?
5. Define morgue.
6. Explain kicker.
7. Consumer advertisers are increasingly placing their ads on special interest magazines. Why?
8. Describe the role of sub-heading in a feature.
9. Describe illustrations. List any four types of illustrations.
10. List any two entertainment magazines in the world.
11. Make a note on photojournalist.
12. Explain text alignment.

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Enumerate the importance of news sources in journalism.
14. Crime reporting is important in our society. Explain.
15. Describe correspondent. Explain the common types of correspondent.
16. Make a note on the disadvantages of freelancing.
17. Write a news report on Akash Institute acquiring the Byjus's app.
18. Differentiate between news story and feature with appropriate examples.
19. Explain the different types of magazine covers.
20. Describe wildlife photojournalism.
21. A photograph is usually associated with reproduction of reality. Explain.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Explain the different areas of reporting in journalism. Explain with appropriate examples.
23. Enumerate on the role of an editor in a news organisation.
24. Trace the origin and development of magazines.
25. Write an essay on typography.