Sanjay Ghodawat University, Kolhapur

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2019-20

EXM/P/09/01

Year: 2019-20 | School of Liberal Arts | Department of J&MC

Program: B.A., J&MC

Course Code : MCA103 Course Title: -Introduction to Journalism Semester : I

Day and Date: Wednesday 4/12/19 End Semester Examination (ESE) Time: 3 Hours

Max Marks: 100

10.30am to 1.30pm

Instructions:
1) All questions are compulsory.
2) Assume suitable data wherever necessary.
3) Figures to the right indicate full marks.

Q.1			Marks 10	Blooms Level	Cos
	A)	**Choose the best suitable alternatives from the given alternatives.**			
	a)	Article 19 (1) (a) of the Constitution of India guarantees i) Freedom of speech and expression ii) Freedom to assemble without arms iii) Freedom to possess property iv) Freedom to practice profession	01	L1	CO1
	b)	Which media is related to circulation? i) Digital ii) Print iii) Audio & Visual iv) None of these	01	L1	CO2
	c)	Which of the following is the oldest English newspaper in India? i) The Times of India ii) The Hindu iii) The Indian Express iv) Deccan Herald	01	L1	CO3
	d)	What is byline? i) Reporter's name printed with story ii) Editor's name printed with story iii) Owner's name printed with story iv) Text written on lines	01	L1	CO4
	e)	The subject allotted to a newspaper reporter is called.... i) Embargo ii) Feature iii) Creed iv) Beat	01	L1	CO5
	f)	Who developed the formula to write news? i) Rudolf Fleschs ii) Robert Gunning iii) Bruce D. Itule iv) Flemming and Hemmingway	01	L1	CO6
	g)	Which official is called the pilot of the newspaper? i) The News Editor ii) Chief Reporter iii) Chief Sub Editor iv) Manager	01	L1	CO1

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h)	What is Journalism? i) The study of writing in journals ii) The study of writing in Web iii) A hard thing to do iv) The reporting and publishing of the news	01	L1	CO2
i)	Who is a reporter? i) A good writer that happens to be popular with the public ii) A person who writes research papers about any topic iii) Anyone who can publish his writing online iv) A person who interviews sources, writes copy, and is published	01	L1	CO3
j)	What is soft news? i) News that's circulated on the Internet, not on paper ii) News that's entertaining or interesting iii) News that's based on opinions, not facts iv) Advice columns	01	L1	CO4

B) Match the followings — **Marks 05**

	'A' Group	'B' Group			
a)	Fourth Estate	1. Government Magazine	01	L1	CO1
b)	Yojana	2. Mass Media	01	L1	CO2
c)	News	3. 5W	01	L1	CO3
d)	Internet	4. Writing	01	L1	CO5
e)	Robert Gunning	5. Web Journalism	01	L1	CO6

C) Answer the following statements with True or False and correct the false one. — **Marks 05**

a)	Journalism and Society depends on each other.	01	L1	CO4
b)	Journalist can publish what he or she wants.	01	L1	CO5
c)	An Editor has full powers to take decision about editorial	01	L1	CO3
d)	Inverted pyramid is related to opinion writing.	01	L1	CO4
e)	There is no need of 5W & 1H for constructing the news.	01	L1	CO6

Q.2 Write short notes. (Any Four) — **Marks 20**

a)	Freedom of Expression	05	L2	CO1
b)	Duties of Chief Editor	05	L3	CO1

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c)	Ethics of Journalism	05	L2	CO2
d)	Sources of news	05	L3	CO5
e)	Guidelines for Court Reporting	05	L3	CO5

Q.3	Answer the following questions. (Any three)	Marks 24		
a)	Explain the term 'Yellow Journalism'?	08	L1	CO2
b)	Evaluate the role of internet in journalism.	08	L2	CO5
c)	Explain the concept of Secondary News Sources.	08	L2	CO5
d)	Enlist the process of collecting by-line news story.	08	L2	CO6
e)	News writing skills are different than opinion writing- Illustrate with suitable examples.	08	L2	CO6

Q.4	Answer the following questions. (Any three)	Marks 36		
a)	Elaborate the history of 'The Hindu Newspaper'.	12	L1	CO3
b)	'Today's print journalism will be converted into web journalism'- Explain	12	L2	CO4
c)	Illustrate how archives are helpful to journalist for making a strong & meaningful news story.	12	L2	CO5
d)	Develop a style book format for any newspaper.	12	L3	CO6
e)	Differentiate print and electronic media news writing.	12	L2	CO6

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