



Sanjay Ghodawat University, Kolhapur
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Year: 2018-19

School of Liberal Arts

Department of
MMMC

Program: B.AMMMC

Course Code : MCA118

Course Title: Reporting and Anchoring

Semester -IV

Day and Date: *Saturday*
25-5-2019

End Semester Examination (ESE)

Time: 3 Hours

Max Marks: 100

2-30 to 5-30 pm

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

Q.1	A	Fill in the blanks with best suitable alternative from the given	Marks-10	Blooms Level	COs
a)		Journalists recognize two types of news stories: hard and soft. In this regard...	01	L1	CO1
	i)	“Hard news” stories have long, complicated sentences, and “soft news” stories have short, simple sentences.			
	ii)	“Hard news” is about complicated topics, like science and economics, and “soft news” is about things like entertainment and fashion.			
	iii)	“Hard news” is about serious topics and recent events, and “soft news” refers to human interest stories.			
	iv)	“Hard news” stories are always 2,000 words or more, and “soft news” stories never exceed 500 words.			
b)		Which of the following is NOT among the kinds of details news organizations avoid including in their stories?	01	L1	CO2
	i)	trade names			
	ii)	names of criminal suspects			
	iii)	profanity			
	iv)	terrible or gruesome photographs			

ESE

- c) Which of the following is NOT one of the factors that lead to inaccuracies in news story? 01 L1 CO3
- i) carelessness and laziness
 - ii) lack of understanding of the topic
 - iii) use of generalities instead of specifics
 - iv) having editors check and question a reporter's work
- d) One of the goals of public journalism is to..... 01 L1 CO4
- i) make horse-race coverage of politics more interesting.
 - ii) publish information desired by political elites rather than the general public.
 - iii) encourage people to participate in democracy.
 - iv) emphasize the voices on the extremes of the political spectrum and not the center.
- e) The concept of proximity suggests that a news organization is likely to carry a story about a murder, if that crime 01 L1 CO5
- i) involved a well-known person
 - ii) was committed locally.
 - iii) occurred within the last 24 hours
 - iv) was unusually gruesome.
- f) When it comes to writing about rape cases, the practice of most news organizations is to refuse to..... 01 L1 CO6
- i) Identify the suspected rapist
 - ii) Identify the rape victim.
 - iii) Identify the rape victim and the suspected rapist.
 - iv) Publish any information about the crime.
- g) What is defamation? 01 L1 CO1
- i) Publishing unflattering information about someone
 - ii) A clearly labeled personal opinion
 - iii) An invasion of privacy
 - iv) An untruthful accusation that lowers someone's reputation

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- h) Your choice of a source should depend on..... 01 L1 CO2
 i) The source's height and weight ii) The source's popularity
 iii) The source's availability
 iv) The source's expertise
- i) What is a source? 01 L1 CO3
 i) A published news source, such as the Chicago Tribune
 ii) A reporter resource that lists all of the rules of writing
 iii) A published online news source, such as austintalks.org
 iv) A person that a reporter interviews for his story
- j) The natural sound orshould be clear and a bit louder. 01 L2 CO4
 i) Sot ii) Nat sot iii) byte iv) VO

B) Match the followings

Marks-05

- | 'A' Group | | 'B' Group | | | | |
|---------------------|--|------------------------------|----|----|-----|--|
| a) PSAs | | i. Relevant Exercises | 01 | L1 | CO1 | |
| b) Video Announcing | | ii. Free of cost | 01 | L1 | CO2 | |
| c) Rate of Speech | | iii. Visualization of script | 01 | L1 | CO3 | |
| d) VOSAT | | iv. V J | 01 | L1 | CO5 | |
| e) Voice Training | | v. Wpm | 01 | L1 | CO6 | |

C) Answer the following statements with True or False and correct the false one.

Marks-05

- a) News is a description of an event by a book writer. 01 L1 CO4
 b) Opening P to C is when presenter opens-up the news, and introduces himself/herself to the audience. 01 L2 CO3
 c) Beat reporting is also known as a field reporting. 01 L1 CO2
 d) B-Roll refers to the video that is used to visualize the script to reporter or news anchor has written. 01 L2 CO4
 e) Ad libbing means to speak without preparation. 01 L2 CO6

Q.2 Write note on any Four

Marks-20

- a) Human Interest Report 05 L1 CO1
 b) Chief Reporter 05 L2 CO1
 c) Political Reporting 05 L2 CO2
 d) Anchoring in TV Programme 05 L2 CO5
 e) Compere /Moderator 05 L2 CO5

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Q.3	Answer the following (Any three)	Marks-24		
a)	Differentiate between news 'source' and news 'beat' and write a brief note on beat reporter.	08	L1	CO2
b)	Discuss the principles of news reporting and its relevance to responsible journalism. Illustrate with suitable examples.	08	L2	CO4
c)	"Reporters are eyes and ears of a media organization." Explain.	08	L2	CO5
d)	Do you think that Anchoring has added a dimension in television journalism? Discuss.	08	L3	CO6
e)	Critically analyse the content and format on News Bulletin telecast in your favourite channels (at least two).	08	L3	CO6

Q.4	Answer the following (Any three)	Marks-36		
a)	Describe the concept and techniques of conducting Vox Pop with suitable examples.	12	L2	CO3
b)	On 28 th February 2019 in 'Vibrant 2019', Bollywood actress Sara Ali Khan visited your campus, as a television reporter write a script of the program in a proper format with anchor and visuals.	12	L3	CO4
c)	Describe with suitable examples, significance of pitch, tone, intonation for anchoring and recording a voice over.	12	L3	CO5
d)	Analyse the personality, body language and presentation style of your favourite news anchor.	12	L4	CO6
e)	Enlist the basic qualities of an anchor and critically evaluate how best he/she can perform in a panel discussion on a controversial subject.	12	L5	CO6

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