



Sanjay Ghodawat University, Kolhapur

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2018-19

EXM/P/09/01

Year: 2018-19

School of Liberal Arts

Department of MMMC

Program: FYB.A

Course Code : MCA 103

Course Title: Introduction to Journalism

Day and Date:

End Semester Examination (ESE)

Semester – I

Time: 3 Hours

Max Marks: 100

Instructions:

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

Q.1	Fill in the blanks with appropriate option.	Marks	Bloom's Level	CO
		08		
a)	The readers of newspaper, magazine or book regard collectively known as..... <div> <div>i) Readership</div> <div>ii) TRP</div> <div>iii) Circulation</div> <div>iv) RRP</div> </div>	01	L1	CO1
b)is both an art and a profession which records events and opinions and seeks to interpret and mould them for the benefit of the educated public. <div> <div>i)Editing</div> <div>ii) Leadership</div> <div>iii) Journalism</div> <div>iv) Anchoring</div> </div>	01	L1	CO1
c)is big business with the entertainment section of newspaper that covers the lives of well-known personalities who are always a subject of interest for the audience. <div> <div>i) Yellow journalism</div> <div>ii) Page3 Journalism</div> <div>iii)Penny press</div> <div>iv) Web Journalism</div> </div>	01	L2	CO2
d), a line of information indicating from where a story was written and sometimes indicating the day. <div> <div>i) Deadline</div> <div>ii) Place line</div> <div>iii) Dateline</div> <div>iv) Byline</div> </div>	01	L2	CO2
e)	Acombines writing and drawing to convey humour and tell stories about current events, recent trends, made-up worlds. <div> <div>i) Cartoonist</div> <div>ii) Editor</div> <div>iii) Anchor</div> <div>iv) Reporter</div> </div>	01	L4	CO3

Q.2	Answer in short. (Any Eight)	Marks	16	
a)	Write two negative impact of internet.	02	L1	CO1
b)	In which article of the Indian constitution includes the freedom of speech and expression?	02	L1	CO1
c)	Mention various forms of print media.	02	L2	CO2
d)	What is editing?	02	L4	CO3
e)	What is news?	02	L6	CO4
f)	What are the two major types of news?	02	L6	CO4
g)	What is crime?	02	L5	CO5
h)	Mention two written sources of the news.	02	L5	CO5
i)	Mention two Factors determining the news value.	02	L3	CO6
Q.3	Write short note on any Four.	Marks	16	
a)	Contempt of Court Act	04	L1	CO1
b)	Media is the fourth estate of the democracy. Explain	04	L1	CO1
c)	Media diet	04	L 1	CO1
d)	Page 3 Journalism	04	L1	CO1
e)	Television Journalism	04	L2	CO2
f)	Radio Journalism	04	L3	CO6
Q.4	Attempt any six.	Marks	30	
a)	Mention Professional And Ethical Standards For Journalists.	05	L2	CO2
b)	As a sub editor of a newspaper what are the role and responsibilities on you.	05	L4	CO3
c)	Write brief note on - Times of India	05	L4	CO3
d)	Write note on- Freelancing?	05	L6	CO4
e)	Write the key elements of a News Report.	05	L6	CO4
f)	Write note on Investigative Reporting?	05	L5	CO5
g)	Write a feature on flood situation in Kerala.	05	L3	CO6

Q.5	Attempt any Three	Marks	30	
a)	As a Journalist what are your own role And Responsibilities regarding all round development of the society.	10	L2	CO2
b)	Explain the general editorial structure of the newspaper agency with general diagram of editorial board.	10	L4	CO3
c)	What is news and news value? Write various types of news.	10	L6	CO4
d)	Brief on the sources of the news.	10	L5	CO5
e)	Illustrate with suitable examples the Gunning's Ten Principles for Clear Writing.	10	L3	CO6