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Name.....

Reg. No..... 66

**FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL/MAY 2015**

(UG—CCSS)

Complementary Course

Mass Communication and Journalism

JCC 104—NEWS REPORTING AND EDITING

Time : Three Hours

Maximum : 30 Weightage

**Part A**

I. Answer any **twelve** questions, each not exceeding 50 words. Each question carries 1 weightage.

1. Editorial.
2. Photo editor.
3. Circulation department.
4. Mechanical department.
5. Infographics.
6. Advertising department.
7. Investigative journalism.
8. Inverted pyramid style.
9. Hour glass style.
10. UNI.
11. BBC.
12. Hospital beat.
13. Pagination.
14. Subheads.
15. Futures file.
16. Berliner.

(12 × 1 = 12 weightage)

**Part B**

II. Answer any **five** questions, each not exceeding 150 words. Each question carries 2 weightage.

17. What are the duties of the sub-editor ?
18. What are the principles of translation ?
19. Why is the lead called the most important part of the news story ?

Turn over

20. What is column writing ?
21. The city pullouts of the newspapers are becoming very popular in recent years. What could be the reason for this popularity ?
22. What is media monitoring ?
23. Draw a chart of the editorial hierarchy of the main news desk.

(5 × 2 = 10 weight)

### Part C

III. Answer any two questions. each not exceeding 450 words. Each question carries 4 weightage

24. Elucidate the working of a news bureau.
25. What is feature writing ? What are the different kinds of features ?
26. What are the major sources of news ? How do you check the authenticity of the information ?
27. What is paid journalism ? How is it different from advertorials and marketing features ?

(2 × 4 = 8 weight)