

**THIRD SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2025**

(CBCSS - UG)

**CC19UJOU3C01 - JOURNALISTIC PRACTICES**

(Journalism - Complementary Course)

(2019 to 2023 Admissions - Supplementary/Improvement)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

**Part A (Short answer questions)**Answer ***all*** questions. Each question carries 2 marks.

1. Editorial department.
2. The relationship between an \_\_\_\_ and \_\_\_\_ need not be smooth always.
3. News editor is in charge of the \_\_\_\_ and his major responsibility is the selection of \_\_\_\_.
4. Objectivity of news.
5. Celebrity journalism.
6. Human interest story.
7. Satirical cartoon.
8. ITAR-TASS
9. Mention two principles of effective reporting.
10. Dummy.
11. Brand name.
12. Town criers.
13. The first ad agencies in India were \_\_\_\_ and \_\_\_\_.
14. Trademark.
15. IPRA

**(Ceiling: 25 Marks)****Part B (Paragraph questions)**Answer ***all*** questions. Each question carries 5 marks.

16. Freelance journalism is practiced by many people as a pure passion.' Share your thoughts.
17. Explain the three basic forms of reporting.

18. Editing is a core activity within newspaper journalism.' Comment.
19. Discuss the points to be remembered while preparing headlines for stories.
20. History of PR.
21. Prepare a short essay on the functions of PRO.
22. Explain the PR activities conducted by the state and central governments of India.
23. Types of online ads.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

Answer any ***two*** questions. Each question carries 10 marks.

24. Analyse in detail the news determinants.
25. How can we ensure the editorial independence of a newspaper? Elaborate your views based on contemporary examples.
26. Explain the significance of PR campaign and the steps involved in an effective PR campaign.
27. Explain the points to be remembered while planning an advertising campaign.

**( $2 \times 10 = 20$  Marks)**

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