

23U441

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Name :

Reg. No :

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2025

(CBCSS-UG)

(Regular/Supplementary/Improvement)

CC19U JOU4 C01 - JOURNALISTIC PRACTICES

(Journalism - Complementary Course)

(2019 Admission onwards)

Time: 2.5 Hours

Maximum: 80 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. The editorial department includes ____ and ____ sections.
2. Chief reporter.
3. Stringer.
4. Feature.
5. Manorama Padhippura.
6. Press Information Bureau.
7. Mention two principles of effective reporting.
8. Design editing.
9. Explain the concept of news agency.
10. Expand and define PR.
11. Outdoor media.
12. Brand name.
13. Town criers.
14. Promotional offers.
15. Blurb.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Types of news.
17. Every news story needs a judicious combination of accuracy and objectivity.' Comment.

18. Types of headlines.
19. 'Editing makes a news story perfect'. Comment.
20. Prepare a short essay on the functions of PRO.
21. Explain the functions of advertising.
22. What is an advertising campaign? How is it important as a promotional strategy? Elaborate.
23. Share your ideas about copywriting for commercials.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Compare the job nature and qualities of a reporter and a subeditor.
25. Prepare a profile of any of the socially relevant personalities of your choice.
26. Explain the significance of PR campaign and the steps involved in an effective PR campaign.
27. Is there any possibilities for malpractices in advertising? Share your views in the light of the ethical standards advised in advertising.

(2 × 10 = 20 Marks)
