

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIRST SEMESTER [BAJMC] Internal Examination, December 2022

Paper Code: BAJMC-102 **Subject: Print Journalism**

Time: 2 Hours

Maximum Marks: 45

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -			1.5 × 10 = 15
	(a)	Newspaper at time was sold for a Penny. Elaborate		CO2
	(b)	Identify the difference between Hard News & Soft News.		CO1
	(c)	Illustrate the difference between By Line & Credit Line.		CO2
	(d)	Classify the types of News Sources.		CO3
	(e)	Define the role of Backgrounder in a News Story.		CO1
	(f)	Elaborate the concept of Embargo.		CO2
	(g)	Compare the reporting style for a Newspaper & a Magazine.		CO2
	(h)	Attribution holds importance while reporting a story. Explain		CO2
	(i)	Participatory Journalism is the emerging trend in Journalism. Explain		CO2
	(j)	Plethora of wire services has flourished in past year. Explain the reporting style of news services.		CO2
UNIT - I				
2.	(a)	Calcutta is the place from where the Indian Print Media originated. Throw some light on the evolution & growth of Print Journalism in India.	5	CO2
	(b)	"Reporters are the backbone of the news organization". Describe the roles & responsibilities of a reporter.	5	CO5
	(c)	Soft News breaks the monotony of the hard content in a newspaper. Explain its various types.	5	CO2
3.	(a)	Information when groomed becomes News. Justify the above statement explaining News Worthiness.	5	CO5
	(b)	Sources are important to construct a story & attribution holds an impact. Describe with its types.	5	CO2
	(c)	News wets the appetite of the reader. Elaborate the concept of news, its nature and determinants.	5	CO2

UNIT - II

4.	(a)	Responsibilities of press have grown manifold, being the forth pillar of the Democracy. Comment and justify the statement.	5	CO5
	(b)	The main function of Journalistic Profession is Reporting. Explain and differentiate the 3 major types of Reporting.	5	CO2
	(c)	Journalistic Writing is a form of nonfiction writing used to report news and facts. Elaborate and describe the journalistic style of writing with its structure and examples.	5	CO6
5.	(a)	Headline is the mirror to the story and USP which sells the newspaper. Justify and detail the function of writing the headline.	5	CO5
	(b)	The most important information of the news story is told first. Explain and elaborate Leads and its importance.	5	CO6
	(c)	Elaborate the two different types of beat with examples.	5	CO2