

D 93068

(Pages : 2)

Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

Mass Communication and Journalism
JOU 4(3) C01—JOURNALISTIC PRACTICES

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

*Answer at least ten questions.
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.*

1. Desk.
2. Vinod Mehta.
3. Soft news.
4. R. K. Laxman.
5. Rana Ayyub.
6. Columns.
7. Reuters.
8. QuarkXPress.
9. PRSI.
10. Code of Athens.
11. Logo.
12. AAAI.
13. Raghu Rai.
14. Attribution.
15. Middle.

(10 × 3 = 30 marks)

Section B

*Answer at least five questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.*

16. Describe the role of the business section of a newspaper.
17. What is the role of a news editor ?
18. Elaborate the preparations needed for an interview.
19. How do social media especially Twitter become important news sources ?

Turn over

20. Analyse the need for designing a newspaper.
21. Headlines should not only tell the story, but also sell them. Explain.
22. Examine the digital tools for a PR practitioner.
23. Assess the important code of ethics in advertising.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Critically analyse the role of chief editor of a newspaper.
25. What is a personality profile? Write a profile of a person of your choice.
26. Why do we need editing? Elaborate the general rules of editing in a newspaper.
27. What is CSR? How does a company /enterprise benefit from CSR?

(2 × 10 = 20 marks)