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Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2024**

Mass Communication and Journalism

JOU4(3) C01—JOURNALISTIC PRACTICES

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*The questions carry 2 marks each.
Ceiling : 25 marks.*

1. Stringer.
2. Hour Glass.
3. Target Audience.
4. IPRA.
5. Page Make-up.
6. On the spot.
7. News values.
8. Headline.
9. News agency.
10. Bureau Chief.
11. Intro.
12. Travelogue.
13. Book Review.
14. Ad Copy.
15. Press kit.

Turn over

Section B

The questions carry 5 marks each.

Ceiling : 35 marks.

16. Differentiate between news 'source' and news 'beat'.
17. News editor is the number one man in a news room. Elucidate.
18. How important is a political PR in a democracy ?
19. What are the essential elements of a good advertising ?
20. Define Corporate Public Relations and explain its aims and objectives.
21. Discuss the characteristics of outdoor advertising.
22. Explain the various tools used in Public Relations.
23. Define news. Discuss the main elements of news.

Section C

*Answer any **two** out of four.*

24. Consumer ads persuade viewers to become prospective buyers. Explain.
25. Compare feature stories of any *two* mainstream newspapers.
26. Given an opportunity to write a column in a newspaper, what subject will you choose ? Explain the reason behind your choice.
27. Advertising is often accused of being unethical. Do you subscribe to this view ? Give your views on the need for ethics in advertising.

(2 × 10 = 20 marks)