

**B.A. DEGREE EXAMINATION, APRIL 2019**  
**III Year VI Semester**  
**Journalism- II**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. What is Journalism?
2. What are the important elements in Journalism?
3. How do you fix an interview with a Channel?
4. What is the meaning of NEWS?
5. Why home work is needed to a Journalist?
6. What is the benefit of Social Networking?
7. Write a note on the Art of Interviewing?
8. Who is a Professional?
9. What are Handouts?
10. Who is a good News-editor?
11. Why do Journalist arrange for press meet?
12. What is Packaging?

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. Write the difference between a Radio and a T.V. News.
14. Write a note on The Press and the Public.
15. How can an advertisement reach peoples mind with an example?
16. What are the types of Advertising?
17. Give meaning to Scoop, String and Investigation.
18. Why do Journalist needs a tape-recorder and a note book?
19. What are the basic rules to be followed while you interview a person?

**Section C** ( $3 \times 10 = 30$ ) Marks

Answer any **THREE** questions

20. Explain the part played by a reporter on a recent issue of any sensitive on going subject.
21. The Role played by media to tend Childrens attention.
22. Explain the function of a News-Editor.
23. Briefly narrate the aspects of Depth Reporting.
24. Explain the Origin and Development of Advertisement.

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