

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.

B.A. END SEMESTER EXAMINATION APRIL/NOV - 2021
SEMESTER - V

17UELCE5A01 & UEL/CE/5A01 - Introduction to Journalism and Mass Communication

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Write a short note on the principles of journalism.
2. Analyze the functions of journalism.
3. Write a short note on press codes.
4. Identify the differences between News and Features.
5. Write a short note on Personal Columns.
6. Describe the skills needed for the different types of journalist.
7. Interpret the role of News agencies.
8. Assess the merits and demerits of Face book.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Write an essay on the growth of print and electronic media in India.
10. Discuss the different types of Press Acts.
11. Analyze the impact of Medias.
12. Illustrate the rights and responsibilities of the Editor.
13. Compare and contrast local journalism and international journalism.