No. of Printed Pages—4

410 (JOR)

[16–HDGKACRM–M2]

PGDMC 2nd Semester Exam., 2016

(Code : PGDMC06)

Journalism

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) What is news?

(b) What is the difference between an exclusive news and a scoop?

(c) Who is a stringer?

(d) What is the significance of a stylebook?

(e) What are the basic requisites of a good photograph?

(f) Which position of a newspaper is usually known as the anchor position? Why is it called so?

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) Which of the following events has news value and why?

(i) Prices of essential commodities increase in Assam

(ii) Pratyusha Banerjee of 'Balika Vadhu' fame commits suicide

(iii) Indian Prime Minister visits London

(iv) Thousands of people die in a stampede at a temple in Varanasi

(v) The Duke and Duchess of Cambridge visits Kaziranga National Park

(b) Can features be considered to be a form of soft news? Why?

(c) Do you consider sting operations to be a form of investigative reporting? Why?

(d) What is beat reporting? What is the importance of assigning different beats to different reporters?

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) Why is it necessary to check the authenticity of the sources of a news story? What are the criteria on which one must judge the credibility of the news sources?

(b) Why must the reporters maintain objectivity while news reporting?

(c) Why is the inverted pyramid style of newswriting mostly preferred by the news organizations?

(d) What are different techniques of photo editing?

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) Discuss the qualities and responsibilities of a news reporter.

(b) What are different stages of news editing in case of print media?

(c) What do you mean by headline? Classify headlines based on different factors.

(d) What is a news agency? What are the functions of news agencies?

(e) What is a page layout? What is the relationship between page layout and page make-up?

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