

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIRST SEMESTER [BAJMC] Internal Examination, December 2022

Paper Code: BAJMC-102**Subject: Print Journalism****Time: 2 Hours****Maximum Marks: 45**

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -			1.5 × 10 = 15
(a)	List the elements of News			CO1
(b)	Identify the difference between Hard News & Soft News.			CO1
(c)	Illustrate the types of News Sources.			CO2
(d)	Classify the writing style of News story.			CO3
(e)	Define the role of Backgrounder in a News Story.			CO1
(f)	Journalism is the forth pillar of the Democracy. Elaborate.			CO2
(g)	Compare the reporting style for a Newspaper & a Magazine.			CO2
(h)	Attribution holds importance while reporting a story. Explain			CO2
(i)	Participatory Journalism is the emerging trend in Journalism. Explain			CO2
(j)	Plethora of wire services has flourished in past year. Explain the reporting style of news services.			CO2
UNIT - I				
2.	(a)	Calcutta is the place from where the Indian Print Media originated. Throw some light on the evolution & growth of Print Journalism in India.	5	CO2
	(b)	"Reporters are the backbone of the news organization". Describe the roles & responsibilities of a reporter	5	CO5
	(c)	Soft News breaks the monotony of the hard content in a newspaper. Explain its various types.	5	CO2
3.	(a)	Information when groomed becomes News. Justify the above statement explaining News Worthiness.	5	CO5
	(b)	Sources are important to construct a story & attribution holds an impact. Describe with its types.	5	CO2
	(c)	News wets the appetite of the reader. Elaborate the concept of news, its nature and determinants	5	CO2
UNIT - II				

4.	(a)	Informing, educating and entertaining a diversified audience through the use of media is more reachable and trending. Comment and justify the statement.	5	CO5
	(b)	The main function of Journalistic Profession is Reporting. Explain and differentiate the 3 major types of Reporting.	5	CO2
	(c)	Journalistic Writing is a form of nonfiction writing used to report news and facts. Elaborate and describe the journalistic style of writing with its	5	CO6
5.	(a)	Mass Communication is unique and different from other types of communication. Justify and detail characteristics and function of mass communication.	5	CO5
	(b)	Feedback is a delayed element in Mass Communication. Explain and elaborate the other major elements of Mass Communication.	5	CO6
	(c)	Mass Media Activism is another important tool of communication. Elaborate.	5	CO2