

**First Semester BA Degree Examination, November 2014**  
**(Career related First Degree Programme under CBCSS)**  
**Group 2(a): Journalism, Mass Communication & Video Production)**  
**Core Course – II**  
**JC 1142 - REPORTING**  
**(2014 admissions)**

Time: 3 Hrs

Total Marks: 80

Answer **all** the following questions from 1 to 10 in one word or maximum two sentences

1. A specialist area of journalism that a reporter regularly covers.....
2. A written defamation is called.....
3. A paragraph telling the essential elements of a story briefly called.....
4. An advertisement written in the style of a news or feature .....
5. A headline stretching across the width of a page at the top is called.....
6. .... Is a newsroom library where old newspaper clippings and pictures are stored for reference
7. The largest news agency in India.....
8. The collective name for the medium of bloggers .....
9. The writers name printed at the beginning or end of an article is called.....
10. An important story which no other news outlet has is called.....

(Marks (1x 10))

Answer **any eight** questions from the following in a paragraph (Short Answers)

11. Yellow Journalism
12. Hard News
13. Meet the press
14. News Editor
15. Beat

16. Features
17. Op-ed page
18. Summery Lead
19. Press Release
20. News Value
21. Hour Glass
22. Syndicate

Marks (8x2)

Answer **any six** questions from the following in not less than 120 words (Short Essays)

23. Distinguish between soft news and hard news
24. What are the essential qualities of a reporter?
25. Elucidate the elements of news?
26. Explain the challenges of investigative journalism
27. How is a feature different from news?
28. What is paid news?
29. Explain the functions of a news agency
30. Briefly explain the inverted pyramid style
31. Explain the different types of news leads

Marks (6x4)

Answer **any two** questions from the following

32. Substantiate the essentialities of a successful interview.
33. Reporter is an investigator. Comment on the statement with examples.
34. What are the different types of leads? Explain briefly.
35. Elucidate the structure of a news desk and important duties of each of them.

Marks (2 x15)

