

PGDMC 2nd Semester Examination 2013

**Paper - VI
(Journalism)**

Time : 3 Hrs.

Full Marks : 80

1. Answer any five questions from the following
(each within 50 words) 2×5 = 10
- (a) What is prominence?
 - (b) Discuss impact of consequence.
 - (c) What is soft news?
 - (d) Define the term 'Grapevine'.
 - (e) What is objectivity in news?
 - (f) Define the concept of news value.
 - (g) What is 5W 1H?
2. Answer any three questions from the following
(each within 100-150 words) 4×3 = 12
- (a) What is scoop?
 - (b) What is deadline? Define flash news.

- (c) What is investigative journalism?
- (d) Define sting operation.
- (e) Define contempt of court.

- (e) Prepare a report on 'Flood in Assam'.
- (f) Discuss with proper example the page make up.
- (g) Discuss the functions of news agency.

3. Write any three short notes from the following

(each within 200-250 words)

6×3 = 18

** * * *

- (a) Beat reporting
- (b) Significance of reporting
- (c) Structure of news story
- (d) Writing a copy
- (e) Newsroom set up

4. Answer any four questions from the following

(limit your answer within 300-400 words)

10×4 = 40

- (a) Discuss the qualities of a news reporter.
- (b) Discuss the responsibilities of an editor in a newspaper house.
- (c) Discuss – cropping, scaling, and caption writing.
- (d) Discuss the various style of headline.