

C 21636

(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, APRIL 2022**

Mass Communication and Journalism  
JOU4(3)C01—JOURNALISTIC PRACTICES  
(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer atleast ten questions.  
Each question carries 3 marks.  
All questions can be attended.  
Overall ceiling 30.*

1. Sub editor.
2. Freelancer.
3. Special correspondent.
4. Inverted pyramid style.
5. Timeliness.
6. Desk.
7. Beat.
8. News agency.
9. In Design.
10. PRSI.
11. Internal public.
12. PSA.
13. Display ad.
14. Advertorial.
15. Propaganda.

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer atleast **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall ceiling 30.*

16. Discuss the principles of news writing and its relevance to responsible journalism.
17. What do you mean by news values ? Is it added within the four walls of a news media ?
18. What is investigative reporting ? Do you feel its need in modern news writing ?
19. What is Brand positioning ? Discuss with examples.
20. Analyse the need of Public Relation inherent in modern society ?
21. "The function of 'lead' in news is to get readers' attention and lure them into the story" - Do you agree ?
22. The social context of advertising has changed in the last decade. Discuss.
23. What are the ways in which a PR professional can use the internet and other audio visual aids as effective PR tools ?

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. The major purpose of advertising is to influence the buying behavior. Does this influence bring any significant change in the market ? Briefly discuss about the factors behind the influence
25. "Headlines perform the functions of indexing, summarizing and advertising the news story". Explain.
26. Recently there has been a spurt in specialized reporting. Do you agree ? What are the major areas of specialized reporting generally found in the newspaper ?
27. What is crisis management in Public Relation ? What are the tools that may be used in overcoming crisis of an institution ? Discuss with examples.

(2 × 10 = 20 marks)

**C 21636–A**

(Pages : 4)

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Mass Communication and Journalism

JOU4(3)C01—JOURNALISTIC PRACTICES

(2019 Admission onwards)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU4(3)C01—JOURNALISTIC PRACTICES  
(Multiple Choice Questions for SDE Candidates)

1. Which of the newspaper wing is responsible to keep the records of subscribers, add new subscriptions and handling the subscription related complaints ?
  - (A) Advertising.
  - (B) Mechanical.
  - (C) H R department.
  - (D) Circulation.
  
2. (i) Proximity: Closeness to the news subject.  
(ii) Timeliness : Freshness of the news subject.
  - (A) Both are correct.
  - (B) (i) Is correct ; (ii) Is incorrect.
  - (C) (i) Is incorrect ; (ii) Is correct.
  - (D) Both are incorrect.
  
3. The first few sentences of a news story is called :
  - (A) Body.
  - (B) Lead.
  - (C) Offset.
  - (D) Headline.
  
4. If reporter is collecting the information from an eyewitness of a news event, such kind of source is called :
  - (A) Primary source.
  - (B) Secondary source.
  - (C) Tertiary source.
  - (D) None of these.
  
5. Which of the following is an Indian news agency ?
  - (A) AP.
  - (B) AFP.
  - (C) PTI.
  - (D) Reuters.
  
6. PTI established on :
  - (A) 1950.
  - (B) 1949.
  - (C) 1948.
  - (D) 1947.

7. Managing the communication between an organization and public is called :
- (A) Advertisement. (B) Business Communication.  
(C) Interpersonal communication. (D) Public relations.
8. Which of the following is a function of PR ?
- (A) Counter negative publicity. (B) Lobbying.  
(C) Promoting goodwill. (D) All of the above.
9. A persuasive message sent to journalists by PR officials to attract their interest in the client :
- (A) Embargo. (B) Pitch.  
(C) Press release. (D) Paid media.
10. \_\_\_\_\_ is an official information given to media outlets by the organisation.
- (A) Press release. (B) News bulletin.  
(C) Memo. (D) Newsletter.
11. Full form of PRSI :
- (A) Press release society of India. (B) Public relations society of India.  
(C) Public relations secretary of India. (D) Press relations society of India.
12. IPRA International code of ethics also known as :
- (A) Code of Rome. (B) Code of Milan.  
(C) Code of Moscow. (D) Code of Athens.
13. IPRA established in :
- (A) 1955. (B) 1956.  
(C) 1960. (D) 1961.
14. Among the following which is not a function of advertising ?
- (A) Increase sales of a product.  
(B) To persuade dealers to stock the product.  
(C) To inform the launch of a product.  
(D) None of these.

Turn over

15. \_\_\_\_\_ is an action taken by a private company to contribute to the development of the society it exists.
- (A) Corporate social responsibility. (B) Organisational responsibility.  
(C) Public relations campaigns. (D) None of these.
16. USP is :
- (A) Unique Selling Proposition. (B) Unique Selling property.  
(C) Utmost Selling proposition. (D) Unique Selling Promise.
17. ASCI is a :
- (A) Committee set up by Central Government to censor advertisements.  
(B) Self-regulatory voluntary organization of advertising Industry.  
(C) An ad agency in India.  
(D) A regulatory board working under Ministry of communications.
18. A new window with full of ads appearing in front of website is called :
- (A) Banner ad. (B) Flash ad.  
(C) Floating ad. (D) Pop-up ad.
19. Advertising content in a form of news article or an editorial content is called :
- (A) Brochure. (B) Advertorial.  
(C) Flyer. (D) Body copy.
20. The book *Public Opinion* is written by :
- (A) Ivy Lee. (B) Walter Lippmann.  
(C) Sigmund Freud. (D) Edward Bernays.