

F.Y. B.A.M.M.C.

SEMESTER II

JOURNALISM

14.3.20



TIME: 2 ½ HOURS

MARKS: 75

Q1. EXPLAIN THE CONCEPTS [ANY 5]

[15 MARKS]

1. Journalisme
2. Hieroglyphs
3. Offset Lithography
4. Cuneiform
5. Graphics editor
6. Digital printing

Q2. ANSWER ANY TWO :

[15 MARKS]

Q2 A. Who is known as the father of modern printing? What are the different types of printing technologies?

Q2 B. Write about the contribution of Indian Press during pre-independence period.

Q2 C. How has invention of radio contributed to radio broadcasting?

Q2 D. Who was James Augustus Hicky? What is his contribution in Indian Journalism?

Q3. ANSWER ANY TWLO:

[15

MARKS]

Q3 A. What is inverted pyramid style of news writing? Why is this used?

Q3 B. Explain the process of news reporting from the event to the reader.

Q3 C. What makes a good story?

Q3 D. What is lead? What are the different types of lead?

Q4. ANSWER THE FOLLOWING

[15 MARKS]

Q4 A. How the newsrooms of a newspaper and news channels function?

OR

Q4 B. What are the steps involved in feature writing?

Q5. WRITE SHORT NOTES: [ANY 3]

[15 MARKS]

1. Lead of the story
2. Citizen journalism



3. Magazine boom in India
4. Press during emergency
5. Anchor