

S.Y.B.M.M. DE-4.3.20
SEMESTER IV
INTRODUCTION TO JOURNALISM

TIME: 2 ½ HOURS

MARKS: 75

- NOTE: (1) Please check whether you have received right question paper.
(2) All questions are compulsory.
(3) Figures to the right indicate marks.

Q.1 (A) Elucidate the process of news reporting from the event to the reader. (15)

OR

Q.1 (B) Describe the history of Indian Journalism. (15)

Q.2 (A) Prepare a non - news feature article. (15)

OR

Q.2 (B) Mention the requisites to be an ideal editor. (7)

Q.2 (C) Discuss Inverted Pyramid Style of News Writing. (8)

Q.3 (A) What are News Values? Explain Prominence, Timeliness, Conflict, Novelty, Humor as worthiness of a story. (15)

OR

Q.3 (B) Mention effective ways to write for Print Journalism. (7)

Q.3 (C) What do you convey from the word Radio Jockey? Mention qualities of a good RJ. (8)

Q.4 (A) Explain the principles of Journalism (15)

OR

Q.4 (B) Discuss Magazines Genre (7)

Q.4 (C) New Media as a component in the field of journalism. (8)

Q.5 Write short notes on the following: (any three) (15)

(A) Soft News

(B) Contribution of Raja Ram Mohan Roy in Journalism

(C) Audit Bureau of Circulation

(D) Article

(E) Types of Leads
