

P-II (1+1+1) H / 17 (N)

2017

## MASS COMMUNICATION AND JOURNALISM (Honours)

Paper Code : IV-A  
[New Syllabus]

Full Marks : 20

Time : Thirty Minutes

### *Important Instructions for OMR Sheet*

1. Write / Fill your correct Subject Name, Subject Code & Paper Code in the space provided on the top of the OMR sheet (Subject Codes are given on the back of the OMR sheet & Paper Code in the Question Paper.)
2. Write / Fill your Roll number, Registration number, Regn. Session, Exam Date and Exam Session in the space provided on the OMR Sheet.
3. Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the circle as indicated below on the correct response against each item.
4. Your responses to the items are to be indicated in the **OMR Sheet given inside the Paper Booklet only**. If you mark at any place other than in the circle in the OMR Sheet, it will not be evaluated.
5. If you write your Name, Phone Number or put any mark on any part of the OMR Sheet, except for the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, you will render yourself liable to disqualification.
6. You have to return the OMR Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall.
7. **Use only Blue/Black Ball point pen. Use of any mobile phone, calculator or log table etc. in examination hall, is prohibited.**

3/123 - 300

Answer *all* the questions in OMR sheet.

Choose the correct answer.

Each question carries 2 marks.

1. The structure of a news report in the journalistic parlance is called the
  - (A) Inverted Pyramid
  - (B) Page Layout
  - (C) Hard news
  - (D) Features
  
2. Which of the following is not a characteristic of news ?
  - (A) timeliness
  - (B) accuracy
  - (C) partiality
  - (D) proximity
  
3. A regular column in the newspapers, where the readers can address their complaints, grievances or give a comment on contemporary social issues is called
  - (A) special article
  - (B) middle piece
  - (C) feature
  - (D) Letter to the editor
  
4. The resizing and cutting away of unwanted visual detail while photo-editing is called
  - (A) Scaling
  - (B) Photo selection
  - (C) Cropping
  - (D) Photoshop

*Turn Over*

5. The person responsible for giving a headline to a news copy is :
- (A) Reporter
  - (B) Sub-editor
  - (C) Copy editor
  - (D) Photo editor
6. A journalistic piece which is published in an interval of fifteen days is called a
- (A) daily
  - (B) fortnightly
  - (C) bi-annual
  - (D) tri-annual
7. The youngest reporter in a newspaper organisation is called a
- (A) cub-reporter
  - (B) freelancer
  - (C) stringer
  - (D) junior reporter
8. The preliminary paragraph in a news report which deals with the 5 Ws and 1H is called a
- (A) introduction
  - (B) lead
  - (C) beginning
  - (D) copy

9. The designation of the names of the news correspondent alongwith his news story is called

- (A) newsline
- (B) headline
- (C) middle piece
- (D) by line

10. Which of the following is not a news agency ?

- (A) UNI
  - (B) PTI
  - (C) Reuters
  - (D) Washington Post
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*Turn Over*

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2017

## MASS COMMUNICATION AND JOURNALISM (Honours)

Paper Code : IV-B  
[New Syllabus]

Full Marks : 50

Time : Two Hours Thirty Minutes

*The figures in the margin indicate full marks.*

### Section - A

(30 marks)

1. Answer any *three* questions :

- (a) Define News. Analyse the concept of news as a social construct. Elucidate the characteristics of news. 2+3+5
- (b) What are the qualities of a good reporter? Differentiate between Investigative and Interpretative reporting. 5+5
- (c) What is the importance of Editing in a journalistic piece of writing? Discuss the executive and creative functions in editing. 5+5
- (d) What are the principles of photo editing? What are the responsibilities of a photo editor?
- (e) Describe the basic principles of page layout in a newspaper. What is the significance of design in the page layout of the newspaper? 5+5

**Section - B**

(20 marks)

2. Write short notes on any *four* questions :

5×4=20

- (a) Caption writing
- (b) Development Journalism
- (c) Peace Journalism
- (d) Headlines
- (e) Typography
- (f) Letters to editor