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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 10 – 01- 2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOMS | **Program:** BA(JMC) |
| **Course Code:** BAJ1015 | **Course Name:** PRINT MEDIA; THEORY & PRACTICE |
| **Semester**: I | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO – Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **26** | **14** | **40** | **20** | **-** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** |
| **1** | Which was the first newspaper published in India, who was its founder? | **2 Marks** | **L1** | **CO1** |
| **2** | What are the 5W’s and 1H in a news story? Why are they important? | **2 Marks** | **L2** | **CO1** |
| **3** | When do we celebrate Newspaper Day in India and for what purpose? | **2 Marks** | **L2** | **CO1** |
| **4** | What was the main objective e of the Vernacular Press Act of 1878? | **2 Marks** | **L2** | **CO2** |
| **5** | Which prominent Indian leader started ‘The Kesari” newspaper? | **2 Marks** | **L1** | **CO2** |
| **6** | Name any two newspapers started by Raja Ram Mohan Roy? | **2 Marks** | **L1** | **CO2** |
| **7** | Which were the two weekly journals started by Gandhi? | **2 Marks** | **L1** | **CO2** |
| **8** | Who is the father of Modern India? | **2 Marks** | **L2** | **CO2** |
| **9** | What is meant by Mast-Head? | **2 Marks** | **L2** | **CO2** |
| **10** | What is meant by OP-ED page? | **2 Marks** | **L2** | **CO2** |

**Part B**

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| **Answer the Questions Total 80 Marks.** |
| **11.** | **a.** | How was James Silk Buckingham different from James Augustus Hickey? Identify their contribution to Indian journalism. | **20 Marks** | **L3** | **CO1** |
| **Or** |
| **12.** | **a.** | Censorship is curse to freedom of press from historical period, alienate some of the instances where it has affected political movements and public opinion. Analyze. | **20 Marks** | **L4** | **CO1** |
|  |  |  |  |  |  |
| **13.** | **a.** | Analyze the use of the inverted pyramid structure in news writing impact the reader’s understanding and engagement with the story? | **20 Marks** | **L4** | **CO3** |
| **or** |
| **14.** | **a.** | Identify as how the lead paragraph in a news story serve to set the tone and direction of the article? | **20 Marks** | **L3** | **CO3** |

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| **15.** | **a.** | Explain the importance of interview. Prepare ten questions for one of the celebrities. | **20 Marks** | **L3** | **CO3** |
| **Or** |
| **16.** | **a.** | Explain beat reporting. How does science and technology reporting help in STEM education? | **20 Marks** | **L5** | **CO3** |

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| **17.** | **a.** | Draw a flow chart of newsroom structure and explain the newsroom hierarchy. | **20 Marks** | **L4** | **CO4** |
| **Or** |
| **18.** | **a.** | Write a report of 100 words on your experience of 90 days in campus with a suitable headline. | **20 Marks** | **L5** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***