Roll No											

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Odd Semester End Term Examination

Date: 19/12/2025 **Time:** 09.30 AM - 12.30 PM

Course Code: MDS1204	**Course Name:** Introduction to Print Media	
Semester: I SEMESTER	**Max. Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	30	65	15

Instructions:

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

Part A: Answer Following Questions. 30M

Qn.	Questions	M	CO	BT
1	Describe in brief the evolution of print media in India.	5.0	CO1	BT2
2	Interpret the characteristics of print media.	5.0	CO1	BT2
3	Identify the types of news with examples.	5.0	CO2	BT3
4	Determine the types of news reporting and illustrate with examples.	5.0	CO2	BT3
5	Compare news writing and feature writing.	5.0	CO3	BT4
6	Examine challenges faced by print media due to digital platforms.	5.0	CO4	BT4

Part B: Answer Any 5 Following Questions. 50M

Qn.	Questions	M	CO	BT
7	Explain the structure of a print media organization.	10.0	CO1	BT2
8	Clarify the elements and values of news.	10.0	CO2	BT2
9	Identify the ethical principles to be followed in news gathering.	10.0	CO2	BT3
10	Differentiate copyediting, proofreading and fact-checking.	10.0	CO3	BT4
11	Examine the editorial responsibilities of editors and sub-editors in print journalism.	10.0	CO3	BT4
12	Compare print media and digital media in rural communication.	10.0	CO4	BT4

Part C: Answer Any 1 Following Questions. 20M				
Qn.	**Questions**	**M**	**CO**	**BT**
13	Prepare an editorial on any current public issue.	**20.0**	**CO3**	**BT3**
14	Differentiate various types of news leads used in print journalism with suitable examples.	**20.0**	**CO3**	**BT4**