



Even Semester End Term Examinations, May/June 2026

Date: 18/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: BSM2028

Course Name: Writing for Journalism

Semester: Sixth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3
Marks	52	46	82

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	List any three functions of media.	2	CO1	BT1
2	Define the term Journalism.	2	CO1	BT1
3	Name any three principles of journalism.	2	CO1	BT1
4	Recall any four genres of journalism.	2	CO1	BT1
5	Name any one newspaper started by M. K. Gandhi.	2	CO1	BT1
6	What are the four major theories of the press?	2	CO2	BT1
7	Who is known as the Father of the Indian Press?	2	CO1	BT1
8	Recall any four types of news reporting.	2	CO3	BT1
9	What are the four parts of a news article?	2	CO2	BT1
10	Which was the first vernacular press in India?	2	CO2	BT1

Part B: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
11.a	Explain the scope and functions of new media in India.	10	CO1	BT2
11.b	Demonstrate how the 5 W's and H are used in writing news articles.	10	CO1	BT2
12.a	Illustrate and explain the various parts and layout of the front cover page of a tabloid newspaper.	10	CO1	BT2
12.b	Demonstrate how photojournalism is an essential part of regular journalism.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
13.a	Compare Authoritarian Theory with Free Press Theory.	10	CO2	BT2
13.b	Demonstrate the Social Responsibility Theory in the context of new media.	10	CO2	BT2
14.a	Summarise freedom of the press and its basic principles.	10	CO2	BT2
14.b	Explain the importance of development media in India.	10	CO2	BT2

Part D: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
15.a	Relate the role of the press with that of the government in a democratic society.	10	CO3	BT2
15.b	Summarise the ethical principles that a journalist should follow while reporting news.	10	CO3	BT2
16.a	Explain the different types of reporting in journalism.	10	CO3	BT2
16.b	Demonstrate how citizen journalism is essential in today's new media environment.	10	CO3	BT2

Part E: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
17.a	Construct an explanation of the complex relationship between the press and society.	10	CO3	BT3
17.b	Plan and detail the organisational structure of an online newspaper.	10	CO3	BT3
18.a	Construct an explanation of the issues and scenarios that arise due to misinformation, malinformation, and disinformation in media at the national level.	10	CO3	BT3
18.b	Build the relationship between the press and society and explain how the press contributes towards social service.	10	CO3	BT3