

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2023**

Semester : SEMESTER - III - 2021

Course Code : BAJ1010

Course Name : Sem III - BAJ1010 - Writing for Print Media and Script writing

Program : BA Journalism and Mass Communication

Date : 6-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART A

ANSWER ALL THE FOLLOWING QUESTIONS

15 X 2 = 30M

1. Grabbing attention, Briefing, Description etc are function of what?
a) None of these (CO1) [Knowledge]
b) ByLine
c) Headline
d) Caaption
2. What is a statement and a reflection of the style standards and practices of a publisher of newspapers, books, or magazines.
a) Mast head (CO1) [Knowledge]
b) Style sheet
c) byline
d) none of these
3. Who is the incharge of editing a newspaper article.
a) Sub editor (CO1) [Knowledge]
b) Reporter
c) camera person
d) none of these

4. A critical evaluation of a written piece is called as?
a) Review (CO2) [Knowledge]
b) Report
c) Summary
d) none of these
5. Feature writing is a form of creative writing
a) Yes (CO2) [Knowledge]
b) No
c) Maybe
6. Report is supported to
a) Research (CO2) [Knowledge]
b) Draw
c) Publish
7. What is an editorial?
a) An opinion piece published on a special page (CO3) [Knowledge]
b) The job that reporter's get when they are promoted
c) A part of the writing process
8. Which is the face of the newspaper?
a) Masthead (CO3) [Knowledge]
b) Front page
c) Edit page
9. Which is the name of the newspaper called?
a) Masthead (CO3) [Knowledge]
b) Front page
c) Edit page
10. _____ is not the role of an editor
a) Editing (CO4) [Knowledge]
b) Proofreading
c) Reporting
11. Letters writtent by the readers of a newspaper addressed to the Editor are called _____
a) Letters to the editor (CO4) [Knowledge]
b) Editorial
c) Reporter
12. Process of weeding out unnecesary lines from an article is called _____
a) Editing (CO4) [Knowledge]
b) Designing
c) Reporting
13. _____ is a software used for desigining of a newspaper pages.
a) Indesign (CO5) [Knowledge]
b) Premiere pro
c) Audacity

14. The arrangement of visual elements on a page is called
a) Page layout (CO5) [Knowledge]
b) Page size
c) Illustration
15. _____ is not a designing principle for a newspaper.
a) Contrast (CO5) [Knowledge]
b) Balance
c) Report

PART B

ANSWER ALL THE FOLLOWING QUESTIONS

8 X 5 = 40M

16. What are the types of headlines? (CO1) [Comprehension]
17. What is a style sheet? (CO1) [Comprehension]
18. What do you understand by Reviews writing? (CO2) [Comprehension]
19. What are Feature and its types? (CO2) [Comprehension]
20. Comment on the presentation style of magazine vs newspapers. (CO3) [Comprehension]
21. What are the different types of editorials? (CO3) [Comprehension]
22. What are the roles and functions of editors? (CO4) [Comprehension]
23. What is the meaning and purpose of proof reading? (CO4) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS

2 X 15 = 30M

24. Explain the headlines writing principles along with its different types. (CO1) [Application]
25. Comparison between magazines and newspaper presentation style with appropriate examples. (CO3) [Application]
