



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** SEMESTER - I

**Course Code :** BAJ1015

**Course Name :** Sem I - BAJ1015 - Print Media : Theory and Practice

**Program :** BA Journalism and Mass Communication

**Date :** 11-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. Who's the father of Indian Language Journalism?  
 a) Raja Ram Mohan Roy (CO1) [Knowledge]  
 b) Jayant Kumara  
 c) James Silk Buckingham  
 d) None of the Above
2. Press ordinance Act was enacted in .....  
 a) 1838 (CO1) [Knowledge]  
 b) 1878  
 c) 1823  
 d) 1948
3. Mirat Ul Akbhar was started by .....  
 a) James Silk Buckingham (CO1) [Knowledge]  
 b) Anne Besant  
 c) Mahatma Gandhi  
 d) None of these
4. What is the item in news story called that tells who wrote the story?  
 a) Dead Line (CO2) [Knowledge]  
 b) By Line  
 c) Caption  
 d) Headline

5. Rajdeep Sardesai is the prominent journalist from .....  
a) NDTV 24X7 (CO2) [Knowledge]  
b) IBN 7  
c) CNN  
d) None of These
6. \_\_\_\_\_ % is an Indian News Agency.  
a) TASS (CO2) [Knowledge]  
b) PTI  
c) Reuter  
d) CPI
7. Anjana Om Kashyap is associated with ..... news channel.  
a) News 18 (CO3) [Knowledge]  
b) News 24  
c) India News  
d) None of These
8. Full form of AFP is a.....  
a) Agence France-Presse (CO3) [Knowledge]  
b) Associated France Press  
c) Agency of French press  
d) Association of French Press
9. Find out the Odd One .  
a) UNI (CO3) [Knowledge]  
b) Kyodo  
c) Xinhua  
d) Bengal Gazette
10. Reporting an immediate or unexpected news event is called.....  
a) Beat reporting (CO3) [Knowledge]  
b) Sting operation  
c) Investigative reporting  
d) On the spot reporting
11. Sensationalism is a feature of ..... Journalism.  
a) Yellow (CO4) [Knowledge]  
b) Red  
c) Grey  
d) Black
12. Find out the odd one of the following  
a) Editor (CO4) [Knowledge]  
b) Sub Editor  
c) Proof Reader  
d) Stringer

13. Copy Edotir is a synonym of .....  
 a) Reporter (CO4) [Knowledge]  
 b) Proof Reader  
 c) Sub Editor  
 d) Photo Grapher
14. Morgue is a .....  
 a) News Library (CO4) [Knowledge]  
 b) Printing Machine  
 c) Photo club  
 d) None of these
15. Press ordinance Act was enacted in .....  
 a) 1838 (CO1) [Knowledge]  
 b) 1878  
 c) 1823  
 d) 1948

### PART B

**ANSWER ALL THE FOLLOWING QUESTIONS**

**8 X 5 = 40M**

16. Briefly explain the contribution of James Augustus Hickey in Indian Journalism.  
 (CO1) [Comprehension]
17. Vernacular Press Act was a draconian act enacted to stifle nationalist Press in India. Discuss.  
 (CO1) [Comprehension]
18. Timeliness is one of the significant elements of news'. Discuss  
 (CO2) [Comprehension]
19. Define news and also mentions the different sources uses by a reporter for collecting news?  
 (CO2) [Comprehension]
20. Democracy can be measured by the quality of political and human rights reporting. - Discuss  
 (CO3) [Comprehension]
21. Interpret and discuss the occupational hazards and problems faced by the investigative journalists?  
 (CO3) [Comprehension]
22. Briefly explain the criteria that a copy editor should follow while selecting a news story in media.  
 (CO4) [Comprehension]
23. "Editing is necessary to make the news pictures more meaningful"– Explain.  
 (CO4) [Comprehension]

### PART C

**ANSWER ALL THE FOLLOWING QUESTIONS**

**2 X 15 = 30M**

24. J A Hickey initiated the struggle for the freedom of the press. Do you support this view? Enumerate Hickey's role in the Indian journalism.  
 (CO1) [Application]
25. Discuss in detail the parliament structure of India. What precautions should reporters take while covering Legislative reporting?  
 (CO3) [Application]

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