

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : SEMESTER - I - 2022

Course Code : BAJ1011

Course Name : Sem I - BAJ1011 - Fundamentals of Journalism

Program : BA Journalism and Mass Communication

Date : 5-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. What are the 5 Ws and 1 H?
a) The only 6 questions one asks (CO1) [Knowledge]
b) The 6 facts necessary facts of a summary lead
c) The 6 paras required for a news story
d) The 6 worst mistakes a reporters does
2. Which of the following is not a Modern media?
a) Sculpture (CO2) [Knowledge]
b) Cinema
c) Radio
d) Press
3. Which one of the following is the oldest Kannada news paper?
a) Prajavani (CO3) [Knowledge]
b) Kannada Prabha
c) Mangalooru Samachara
d) Janatha Vani

4. Theory which is under the control of elite. (CO4) [Knowledge]
- a) Soviet communist theory
 - b) Authoritarian theory
 - c) Libertatian theory
 - d) Social reponsibility theory
5. News agencies (CO5) [Knowledge]
- a) Publish daily newspapers
 - b) Publish monthly magazines
 - c) Broadcast news on radio
 - d) Supply news to their subscribers
6. What makes a story "newsworthy"? (CO1) [Knowledge]
- a) The story has to be published
 - b) The story which appeals to the public interest
 - c) The story has to have balanced sources
 - d) The story has to be about a celebrity
7. The oldest surviving news paper of India is (CO2) [Knowledge]
- a) The Statesman
 - b) Mumbai Samachar
 - c) Malayala Manorama
 - d) The Times of India
8. Who is the renowed editor of Samyukta Karnataka? (CO3) [Knowledge]
- a) YNK
 - b) Diwakar
 - c) Shama Rao
 - d) Khadri Shamanna
9. The Website which published all sorts of confidential or restricted files in public space (CO4) [Knowledge]
- a) Wikipedia
 - b) Wiki leaks
 - c) Infopedia
 - d) Wiki How
10. "JANA" is the news agency of (CO5) [Knowledge]
- a) India
 - b) Japan
 - c) Libya
 - d) China
11. Hard news is mostly (CO1) [Knowledge]
- a) Spot news
 - b) Society news
 - c) Entertainment news
 - d) Filler news

12. Mirat UI Akbaar belonged to
 a) Aurobhindo Gosh (CO2) [Knowledge]
 b) Maulana Abdul Kalam Azad
 c) Syed Abdulla Brelvi
 d) Raja Ram Mohan Roy
13. Which are the sister publications of Prajavani?
 a) Sudha (CO3) [Knowledge]
 b) Mayura
 c) Deccan Herald
 d) All
14. Who was the owner of The Hindu news paper?
 a) Mahatma Gandhi (CO4) [Knowledge]
 b) Surendranath Banerjee
 c) Kasturi Rangam Iyengar
 d) Motilal Gosh
15. The famous news agency of Egypt
 a) ANSA (CO5) [Knowledge]
 b) TASS
 c) MNNA
 d) MENA

PART B

ANSWER ALL THE FOLLOWING QUESTIONS

8 X 5 = 40M

16. Enlist the various sources that reporter use to build stories. (CO1) [Comprehension]
17. Role of Indian Press during Freedom Movement- Explain. (CO2) [Comprehension]
18. Discuss Libertarian Theory in detail (CO4) [Comprehension]
19. Role of News agencies in Media-Explain. (CO5) [Comprehension]
20. "Interest is an important element of news". Can this statement define news? Discuss with examples. (CO1) [Comprehension]
21. Is New Media a boon or bane - Discuss. (CO2) [Comprehension]
22. Explain Soviet communist Theory. (CO4) [Comprehension]
23. Explain the genesis of PTI. (CO5) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS

2 X 15 = 30M

24. The traditional news values are taking back seat as the characteristics of tabloid are taking over the newspaper- Do you agree with this statement? Give reasons.

(CO1) [Application]

25. Broadcast media V/s Social media-out of these two medium which do you think acts as a watchdog of democracy. Explain.

(CO2) [Application]
