

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MEDIA STUDIES  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester I - 2023

**Course Code :** BAJ1015

**Course Name :** Print Media : Theory and Practice

**Program :** BA Journalism and Mass Communication

**Date :** 18-JAN-2024

**Time :** 1:00 PM - 4:00 PM

**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.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**4X5M=20M**

1. Explain the different sources available for newstories. (CO1) [Knowledge]
2. What is meant by gate-keeping? Explain. (CO2) [Knowledge]
3. What is meant by beat reporting and what are the different types of beat reporting? Explain one beat reporting in detail. (CO3) [Knowledge]
4. Explain the role of Editor-in-chief. (CO4) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5X10M=50M**

5. Write an article on Gandhi's contribution to journalism. (CO1) [Comprehension]
6. What are the different types of lead? Give one example for each. (CO2) [Comprehension]
7. Explain the importance of Health reporting. (CO3) [Comprehension]
8. Sub-editors are unknown soliders. Justify (CO4) [Comprehension]

9. Explain with suitable caption heading and story.



(CO4) [Comprehension]

### PART C

**ANSWER ALL THE QUESTIONS**

**2X15M=30M**

10. Do you think 'Angle' is important for an Interview? Justify with few case studies. (CO3) [Application]
11. News Head Line represents the face of news story. It helps reader filter and decide whether the news story is worth reading. Explain the Do's and Dont's of writing Head Lines. (CO4) [Application]