

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - NOV 2023**

Semester : Semester I- 2023

Course Code : BAJ1015

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

Program : BAJ

Date : 3-NOV-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

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

(5 X 2 = 10M)

1. Who is the father of Indian Journalism? Name his publications. (CO1) [Knowledge]
2. Name any two publications of Raja Ram Mohan Roy. (CO1) [Knowledge]
3. What is the importance of Linotype Printing Machine? (CO1) [Knowledge]
4. What was the tag-line of Hickey's Gazette? (CO1) [Knowledge]
5. Name any two papers with sister publications. (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Explain any two structures of news report with diagram. (CO2) [Comprehension]
7. What are the different types of lead? Give one example for each. (CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 20 = 20M)

8. If you are interviewing Ms. Draupadi Murmu, the president of India, What are the 10 questions you would ask her.

(CO2) [Application]