

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MEDIA STUDIES  
END TERM EXAMINATION – MAY / JUNE 2024**

**Semester :** Semester II - 2023

**Course Code :** BAJ1020

**Course Name :** Reporting and Editing Techniques

**Program :** BA Journalism and Mass Communication

**Date :** June 20, 2024

**Time :** 09.30am to 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.

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

**PART A**

**ANSWER ANY 10 QUESTIONS**

**10Q X 2M =20M**

1. What is meant by 'Interviews' in journalism parlance?

(CO1) [Knowledge]

2. What are the skills required for interviewing.

(CO1) [Knowledge]

3. What are the different types of reporting?

(CO1) [Knowledge]

4. Explain style sheet in journalism.

(CO1) [Knowledge]

5. What is meant by News Values?

(CO1) [Knowledge]

6. Explain the adage 'Journalist are made and not born'

(CO1) [Knowledge]

7. What is meant by 'Banner Headline'?

(CO1) [Knowledge]

8. Name any four popular TV interviewers.

(CO1) [Knowledge]

9. Mention the sources of news.

(CO1) [Knowledge]

10. What is meant by News elements?

(CO1) [Knowledge]

11. Explain digital media.

(CO1) [Knowledge]

12. What is meant by Live Interviews?

(CO1) [Knowledge]

## PART B

ANSWER ANY 8 QUESTIONS

8Q X 5M =40M

13. Post-covid has brought radical change in hospital beat reporting. Explain. (CO2) [Comprehension]
14. Explain the different kind of journalist present in the field of Media. (CO2) [Comprehension]
15. Use copy editing symbols and edit the text, making necessary changes.  
A 32 year old woman recently suffered a stroke after playing a drinking game in which she tossed aback several shots of whiskey, according to a letter published by the new England journal of medicine. it was not only the alcohol but the manner in which she consumed it said Dr. Richard Torsch, a neurology resident at the Yale university school of Medicine. (CO2) [Comprehension]
16. , Local self-governments are becoming key communicators with their local communities. Explain how media helps in communicating to the local communities. (CO2) [Comprehension]
17. write a letter to the editor on any issue related to an international affair. (CO2) [Comprehension]
18. Explain the importance of headline and explain the types of headlines. (CO2) [Comprehension]
19. Explain court reporting. What are the complications a reporter will face while court reporting? (CO2) [Comprehension]
20. Write a News story with the following details:  
Organization : Inner Wheel Club  
Main content : Request to increase the member representation in UN from India  
Other Requests : To establish a Head Office in India  
Signatory Authority : Preethi Gugnani, Association President. (CO2) [Comprehension]
21. As healthcare is one of the world's most essential sectors, what are the important avenues which can be covered under health reporting? (CO2) [Comprehension]
22. Explain as how a reporter will cover speeches and press conferences. (CO2) [Comprehension]

## PART C

ANSWER ANY 2 QUESTIONS

2Q X 20M =40M

23. Write a human-interest story of 600 words for the title-"lost and found" (CO3) [Application]
24. Write an article on "Three issues that could impact 2024 election" (CO3) [Application]
25. Write an editorial column on the general election on 2024. (CO4) [Application]