

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

Bachelor of Arts (Journalism and Mass Communication) (Sem.-1)

INTRODUCTION TO JOURNALISM

Subject Code : UC/BAJMC-101-19

M.Code : 77259

Date of Examination : 12-01-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

- 1. Write briefly :**

- Embargo
- Internet
- Dateline
- E-paper
- Credit Line
- Lead
- Gutter
- Mask Head
- UNI
- Column.

SECTION-B

2. Explain the importance of 5W's and 1H in News.
3. What is the difference between Soft News and Hard News?
4. Discuss the various sources of News.
5. Write about the basic components of a News Story.
6. How Internet is useful for Media?

SECTION-C

7. What is News? Write about the meaning, definition and nature of the News.
8. Who was Robert Gunning? Write about the principles of clear writing.
9. **Explain the following :**
 - a) Yellow Journalism
 - b) Penny Press

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.