

## BMC 3rd Semester Exam., 2018

## PRINT JOURNALISM

Time : 3 hours

Full Marks : 60

## Instructions :

- (i) The marks are indicated in the right-hand margin.  
 (ii) There are **SEVEN** questions in this paper.  
 (iii) Attempt **FIVE** questions in all.  
 (iv) Question Nos. **1** and **2** are compulsory.

1. Answer any six of the following as directed :

2×6=12

- (a) According to inverted pyramid model of newswriting, the least important information should be at the  
 (i) bottom  
 (ii) right  
 (iii) top  
 ( Choose the correct option )
- (b) What was the name of India's first newspaper?
- (c) Beat reporting is also known as specialized reporting.  
 ( State True or False )

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( Turn Over )

- (d) What does photojournalist do?
- (e) The Audit Bureau of Circulations of India is a \_\_\_\_\_ circulation-auditing organization.  
 (i) profit  
 (ii) non-profit  
 (iii) non-government  
 ( Choose the correct option )
- (f) Do not start writing until you have a  
 (i) plan  
 (ii) pen  
 (iii) paper  
 ( Choose the correct option )
- (g) Sub-editing is all about quality control in print journalism.  
 ( State True or False )
- (h) What is free press theory?
- (i) Newspaper acts as a barrier between the government and the people.  
 ( State True or False )
- (j) In which country was the first newspaper printed?  
 (i) Japan  
 (ii) China  
 (iii) USA  
 ( Choose the correct option )

( Continue )

2. Explain any *three* of the following :      4×3=12

- (a) Intro is the soul of news
- (b) Columnist
- (c) Press conference
- (d) Cartoon
- (e) Dateline

Answer any *three* of the following questions :

12×3=36

- 3. Write the different sources of news in journalism. What are the different types of reporter?
- 4. What does it mean to be objective in writing?
- 5. Write the origin and growth of Indian press. What is the impact of technology on newspaper?
- 6. What are the four theories of press? What is the authoritarian theory of press?
- 7. Write the importance of news-deadline for a newspaper.