



**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)  
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Bachelor's Degree Examination – January 2021**  
**V Semester**

**Class : III UG**  
**Major : English**

**Time : 3 Hours**  
**Max. Marks: 100**

**18BENC18 Journalism – Print Media**

**PART A**

**10 x 1 = 10**

**Choose the Correct Answer**

- The originator of the phrase "Press is the fourth state" is
  - North cliff
  - Edmund burke
  - Lord macaulay
  - Rudy and Kipling
- What is PID?
  - Press information department
  - Public intelligent department
  - Pakistan institution development
  - None of the above
- Who among the following published first newspaper in India?
  - James Augustus hickey
  - Lord William Bentinek
  - Lord Comuvallis
  - Sir Thomas Munro
- What was the title of India's first newspaper?
  - Punjab mirror
  - The Bengal gazette
  - Azad hind
  - Enlighten India
- Which is the largest selling English daily in India according to IRS 2012?
  - Hindustan times
  - The economic times
  - The Hindu
  - The times of India
- Which among the following is/are a mode of writing?
  - Expository
  - Journalistic
  - Persuasive
  - All the above
- Which one of the following is the free audio editing software?
  - Audacity
  - GIMP
  - Adobe premiere pro
  - Picasa
- A copywriter is basically a part of?
  - Printing press
  - An ad agency
  - None of the above
  - A publication house
- Which of these should you look for when proof reading?
  - Missing words
  - Spelling errors
  - Capital letters in the wrong place
  - All the above
- What do profile stories focus on?
  - A group's of Behaviour
  - An individual
  - Celebrity interviews only
  - Current events

**Part B**

**5 x 6 = 30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

- 11.a. Define the history of Indian journalism?  
(or)
- 11.b. Explain the original four theories of press?
- 12.a. How many types leads are there in news writing?  
(or)
- 12.b. What are the 5 parts of newspaper article?
- 13.a. What are news syndicates and news syndication?  
(or)
- 13.b. Difference between international and national news services?
- 14.a. What is research news reporting?  
(or)
- 14.b. Why is editing important in journalism?
- 15.a. Describe the responsibilities of a proof reader?  
(or)
- 15.b. What does the difference between editor and the proof reader?

**Part C**

**5 x 12 = 60**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

- 16.a. Evaluate the history of Indian press?  
(or)
- 16.b. Describe five principles pf ethical journalism?
- 17.a. What is news? Explain news value with examples.  
(or)
- 17.b. Describe the structure of a news report?
- 18.a. Explain and evaluate the departments in news channel?  
(or)
- 18.b. How do news agencies get their news?
- 19.a. Explain the editorial department with diagram and explanation?  
(or)
- 19.b. Define the techniques and stages of an interview?
- 20.a. Define the role of proof reading and methods you use to proof read a document?  
(or)
- 20.b. How do you add proof reading symbols in word?

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