

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**B.Arts Winter 2019-20 Examination**

Semester: 3  
 Subject Code: 15103203  
 Subject Name: Writing and Analyzing News Items

Date: 27/11/2019  
 Time: 10.30 am to 1.00 pm  
 Total Marks: 60

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as directed.****(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

**1. The bread and butter of a newspaper lies in a steady number of .....**

- (a) Viewers                      (b) Subscribers  
 (c) Readers                      (d) Sellers

**2. A news report should be .....**

- (a) Factual                      (b) New  
 (c) Informative (d) All of the above

**3. What are the elements of a news report?**

- (a) Headline                      (b) Byline  
 (c) Dateline                      (d) All of the above

**4. Sensationalizing the news is called.....**

- (a) Yellow Journalism                      (b) Pink Journalism  
 (c) Ethical Journalism                      (d) None of the above

**5. Who is the highest authority among the following?**

- (a) Reporter                      (b) Sub editor  
 (c) Editor                      (d) Page designer

**6. Which is the correct spelling?**

- (a) Annoience                      (b) Annoiance  
 (c) Anoyence                      (d) Annoyance

**7. .... story examines people, things or organizations that are having an impact on society**

- (a) In-depth                      (b) Backgrounders  
 (c) Trend                      (d) Human interest

**8. What is done as soon as the first draft is ready?**

- (a) Proof reading                      (b) Editing  
 (c) Typography                      (d) Verification

**9. Credit given to reporter is known as \_\_\_\_\_.**

- (a) Byline                      (b) softline  
 (c) Hardline                      (d) Debitline

**10. Is accepting a gift for writing a news report ethical?**

- (a) Yes                      (b) No  
 (c) Maybe                      (d) Sometimes

**11. .... is important part of background study**

- (a) Reading                      (b) Interview  
 (c) Research                      (d) Conflict

**12. One of the important aspects of writing a column is .....**

- (a) Engaging headlines (b) Choosing correct topics  
 (c) Language                      (d) Regularity

**13. One should not use ..... in features**

- (a) Complex words                      (b) Description  
 (c) Technical words                      (d) Both a & b

**14. A particular format or style followed by a publication is called its .....**

- (a) Styling (b) Format  
(c) Style guide (d) Page set-up

**15. Newspapers are driven more by ..... than by advertisers**

- (a) Viewers (b) Sellers  
(c) Audiences (d) Readership

**16. .... are not meant to deliver the news firsthand**

- (a) Magazines (b) Columns  
(c) Features (d) None of the above

**B. Answer in Short (Each of 01 mark)**

**(07)**

1. Define what is news.
2. Who can write a column and what are they called?
3. What are the two styles of writing news?
4. What is the importance of observation and listening skills?
5. What is an editorial?
6. What is the importance of a headline?
7. Mention any two types of headline

**Q.2 Answer the following.**

**A.** Enlist the qualities and responsibilities of a reporter.

**(04)**

**B.** Explain few fields of reporting.

**(04)**

**C.** Write a news report regarding any political issue of your state.

**(04)**

OR

**C.** Report an accident on the highway.

**(04)**

**Q.3 Answer the following.**

**A.** What are the roots of good writing?

**(05)**

**B.** What are the characteristics of news?

**(05)**

**C.** Write a news report in 300 words on the launch of a new phone by Apple.

**(05)**

OR

**C.** Write a news report on the convocation ceremony to be held at your university.

**(05)**

**Q.4 Answer the following**

**A.** Write a travelogue on one of your favourite trips.

**(06)**

**B.** Elaborate on the sources and elements of news.

**(06)**

**C.** Write a report on any social media trend that has gained popularity.

**(06)**

OR

**C.** Write a feature on part-time jobs for students.

**(06)**