

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M. Arts Winter 2019 – 20 Examination**

**Semester: 1**  
**Subject Code: 15205102**  
**Subject Name: Print Journalism**

**Date: 21-11-2019**  
**Time: 10:30am to 01:00pm**  
**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. A particular format or style followed by a publication is called its .....  
 (a) Styling (b) Format  
 (c) Style guide (d) Page set-up
2. One should avoid using ..... in news reports.  
 (a) Complex words (b) Description  
 (c) Technical words (d) All of the above
3. The bread and butter of a newspaper lies in a steady number of .....  
 (a) Viewers (b) Subscribers  
 (c) Readers (d) Sellers
4. Magazines as a general rule are more ..... than newspapers  
 (a) Descriptive (b) Light read  
 (c) Advertiser-driven (d) Entertaining
5. The area with name of the newspaper, date and other details is called .....  
 (a) Mast Head (b) Headline  
 (c) Heading (d) Name of the paper
6. Crediting a certain report to a journalist is called ..... in an article.  
 (a) Headline (b) Sub-headline  
 (c) Byline (d) Dateline
7. Punctuation plays an important role in intoning your sentences.  
 (a) Correct (b) Incorrect  
 (c) Maybe (d) Sometimes
8. PTI stands for .....  
 (a) Press Tone of India (b) Press Trust of India  
 (c) Press Trust of Indonesia (d) Press Tuning Institution
9. A news report should be .....  
 (a) Factual (b) New  
 (c) Informative (d) All of the above
10. Which is the correct spelling?  
 (a) Annoience (b) Annoiance  
 (c) Anoyence (d) Annoyance
11. .... is a link between an organisation and media  
 (a) Press release (b) Newsletter  
 (c) Magazine (d) Newspaper
12. Which of the below is a source of news?  
 (a) Police Station (b) Internet  
 (c) Witnesses (d) All of the these
13. A journalist should have .....  
 (a) Observation skills (b) Listening skills  
 (c) Flair for writing (d) All of the above
14. A ..... supports the headline.  
 (a) Dateline (b) Sub-headline  
 (c) Byline (d) None of these

15. .... is important part of background study

(a) Reading (b) Interview

(c) Research (d) Conflict

16. Newspapers are driven more by ..... than by advertisers

(a) Viewers (b) Sellers

(c) Audiences (d) Readership

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

**(07)**

1. Which software are newspapers designed in?

2. Who heads the editorial section of a newspaper?

3. Name any two national English dailies and two regional ones.

4. Name the styles of news writing.

5. What is the source of income for newspapers?

6. What are 'sources' in journalism?

7. Name any two news agencies.

**Q.2 Answer the following.**

A. Print journalism is slowly dying down. Do you agree with this statement?

**(04)**

B. What qualities should a reporter possess?

**(04)**

C. Write a short note on the art of interviewing.

**(04)**

**OR**

C. Which beat would you prefer to report and why over other beats?

**(04)**

**Q.3 Answer the following.**

A. Explain your idea of journalism.

**(05)**

B. Describe the structure of news articles.

**(05)**

C. What are elements of news?

**(05)**

**OR**

C. As a media student, analyse the judiciary's verdict about Ram Mandir.

**(05)**

**Q.4 Answer the following.**

A. Explain the role of PTI in detail.

**(06)**

B. Which departments would you notice in a newspaper organization? How do they function?

**(06)**

C. Report a news about derailment of the Duronto Express near Vadodara.

**(06)**

**OR**

C. Report a news in about 350 words regarding a team from your college participating in AIU Kabaddi matches.

**(06)**