D 12136 (Pages : 2) Name..

Reg. No....................................

THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

Mass Communication and Journalism

JOU 4(3) C01—JOURNALISTIC PRACTICES

(2019—2020 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Section A (Short Answer Type)

Answer at least **ten** *questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. IPRA.
2. Logo.
3. Ad campaign.
4. ASCI.
5. External PR.
6. Page make up.
7. UNI.
8. News editor.
9. Interpretative reporting.
10. Chief reporter.
11. Hour glass style.
12. CSR.
13. Lead.
14. Objectivity.
15. Beat.

(10 × 3 = 30 marks)

Section B

Answer at least **five** *questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.

16. House Journal is a platform where employer and employees meet. Elucidate.

17. 'Public sector PR is an easy exercise compared to private sector PR'. Do you agree ? Explain your stand.

18. What do you understand by advertising campaign ? Does it depend on media planning ?

19. What is the function of headline in a print advertisement ?

Turn over

20. Discuss briefly the techniques of editing news agency copies for a newspaper.

21. News Editor is the number one man in a news room. Elucidate.

22. What are the main elements of a Public Relation campaign ?

23. What is investigative journalism ? Discuss with examples.

(5 × 6 = 30 marks)

Section C

Answer any **two** *questions.*
Each question carries 10 *marks.*

24. What is crisis management in Public Relation ? What are the tools that may be used in overcoming crisis of an institution ? Discuss with examples.

25. Advertising is often accused of being unethical. Do you subscribe to this view ? Give your views on the need for ethics in advertising.

26. A photograph tells more than a thousand- word. Do you agree ? Give answer detailing the need for photography in journalism and the qualities of a photographer.

27. What do you understand by news values ? Do they play significant role in selecting news for the newspaper ? Explain.

(2 × 10 = 20 marks)