

Program: FYBAMMC Semester: II Program Code: UGMMC01
 Course: Introduction to Journalism Course Code: NUMM203

Duration: 1 Hour Examination Pattern: NEP-Autonomous- External Max. Marks: 30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1	Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level
(a)	List the major milestones in the history of journalism.	(08)	CO1	L1
(b)	Applying the rules of headline, caption, and lead writing, demonstrate how they can be effectively written for a news report.	(07)	CO1	L3
	OR			
(c)	Explain the organisational structure of the editorial department in a newspaper.	(08)	CO1	L2
(d)	Assess the career opportunities available in the field of journalism.	(07)	CO2	L5
Q. 2	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
(a)	Define hard news and soft news. Illustrate the key differences between hard news and soft news with suitable examples.	(08)	CO1	L1
(b)	Create a career development plan for a lifestyle journalist based on current career opportunities and future growth trends.	(07)	CO2	L6
	OR			
(c)	Evaluate the role of beat journalism in improving the quality and credibility of news reporting.	(08)	CO2	L5
(d)	Analyse the key elements involved in capturing effective photographs for a photo feature.	(07)	CO1	L4

-- X -- X --