

**FYBAMMC/SEM II/EXT/INTRODUCTION TO JOURNALISM**

**Time: 2½ hrs**

**Marks: 75**

- Note:**
1. All questions are compulsory with internal options.
  2. Figures to the right indicate full marks.
  3. Draw neat diagram wherever necessary.
- 

Q1. Explain the inverted pyramid format of writing a news report. **MARKS 15**

Q2. A) List the contribution of some of the earliest publications in India that led to social awakening and helped our freedom struggle.? **MARKS 15**

OR

B) Review the role of mainstream media in India. **MARKS 15**

Q3. What is the meaning of "beat" in journalism? List the beats available for news reporters. **MARKS 15**

OR

Q3 A) What is the role of the Editor in Chief? **MARKS 8**

+

Q3 B) What is Hard News? **MARKS 7**

Q4. Explain New Values. Discuss the criteria for determining the newsworthiness of a story. **MARKS 15**

OR

Q4 A) What is MOJO? Explain its impact. **MARKS 8**

+

B) What is the difference between a public relations (PR) professional and a journalist. **MARKS 7**

Q 5. Write short notes on any three. **MARKS 15**

- a) Soft news
- b) Types of lead
- c) News Agencies
- d) Emergency 1975
- e) Rajaram Mohan Roy