BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – B.Sc.(MSJ)-Hons-2024
Course Name – Editing and Design
Course Code - BMJ20102
(Semester II)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

(i) Relate which numerals are spelt out.
   a) 1 to 9
   c) More than 100
   b) 11 to 20
   d) Over 1000

(ii) Outline the duties of a sub-editor.
   a) Rewriting reports
   c) Giving captions
   b) Making a page
   d) All of these

(iii) Explain the structure of editing a news report.
   a) Inverted pyramid
   c) Peer review method
   b) Normal pyramid
   d) Bloom's taxonomy

(iv) Solve the objectives of editing.
   a) Focus, accuracy and objectivity
   c) Style over content
   b) Bias and sensationalism
   d) None of these

(v) Identify which of these is not a part of editing?
   a) Value-addition
   c) Amplification
   b) Condensation
   d) Correction of grammar

(vi) Build a list of the functions of an editor.
   a) Editing, deciding layouts and selecting news
   c) Meeting people
   b) Reporting
   d) Writing books

(vii) Apply your brains to say what graphics are used for?
   a) Decorate the page
   c) Divert attention
   b) Understand the story better
   d) None of these

(viii) Apply your knowledge to define the best lead stories.

a) Not to lengthy, to the point   b) Simple language

c) Well-structured   d) All of these

(ix) Identify the person who creates an illustration.

a) Artist   b) Designer

c) Illustrator   d) Mechanic

(x) Apply your knowledge to say what you understand by a TIFF file.

a) Format that saves text   b) A file with many details

c) Format that saves scans   d) Format for graphics

(xi) Identify what quality a good advertisement must have?

a) Unity   b) Tagline

c) Pictures   d) Emotional triggers

(xii) Apply your knowledge and say a writer of a news feature can be?

a) Flexible   b) More creative

c) Write longer phrases   d) All of these

(xiii) Construct what a dateline should include:

a) Place   b) Date

c) Both   d) None of these

(xiv) Choose what headlines that run across 8 columns are called?

a) Labels   b) Kickers

c) Sideheads   d) Banners

(xv) Solve what a few words used to describe a story is called?

a) Anchor   b) Slug

c) Split   d) None of the above

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Summarise the main sources of news.   (3)
3. Identify what you understand by deadline.   (3)
4. Apply the 5W-1H formula to write a brief report on an accident in your locality.   (3)
5. Identify three different kinds of blogs.   (3)
6. Analyse how many stories you will need to design the front page that has no advertisement.   (3)

OR

Categorise what you will paste on the page after the headline.   (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Contrast the front page with the editorial page of a newspaper.   (5)
8. Choose the advantages of digital media.   (5)
9. Construct the qualities of a good online news article.   (5)
10. Solve what is a call to action.   (5)
11. Inspect the process of making a good photograph.   (5)
12. Elaborate what you need to look for while editing a news story.   (5)

OR

Discuss any five beats and the government departments that you might need visit to work on these beats.   (5)