



BRAINWARE UNIVERSITY

Brainware University
Barasat - 700125

Term End Examination 2024-2025
Programme – B.Sc.(Ag)-Hons-2022
Course Name – Agricultural Journalism
Course Code - EC-BAG671D(T)
(Semester VI)

Full Marks : 50

Time : 2:0 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 20=20

1. Choose the correct alternative from the following :

- (i) Identify what agricultural journalism is primarily concerned with?
 - a) Urban economic policies
 - b) Scientific and technological advancements in agriculture
 - c) Space exploration
 - d) Fashion trends
- (ii) Identify which of the following is NOT a characteristic of agricultural journalism?
 - a) Focus on rural and farming communities
 - b) Use of technical and scientific language
 - c) Ignoring the impact of weather on farming
 - d) Communicating agricultural innovations
- (iii) Identify agricultural journalism primarily serves which group?
 - a) Doctors and engineers
 - b) Farmers, agronomists, and policymakers
 - c) Astronauts
 - d) Stock market traders
- (iv) Indicate the key skill required for an agricultural journalist.
 - a) Coding and programming
 - b) Knowledge of agricultural science and effective communication
 - c) Singing and acting
 - d) Graphic designing
- (v) Identify the primary objective of agricultural journalism.
 - a) Entertainment reporting
 - b) Dissemination of agricultural knowledge and information
 - c) Political analysis
 - d) Promotion of urbanization
- (vi) Indicate which of the following media is commonly used in agricultural journalism?
 - a) Radio and TV
 - b) Fashion magazines
 - c) Hollywood movies
 - d) Detective novels
- (vii) Identify what type of writing style is preferred in agricultural journalism?
 - a) Technical and complex
 - b) Simple, clear, and informative
 - c) Poetic and rhythmic
 - d) Highly emotional
- (viii) Identify which of the following is an example of agricultural journalism?
 - a) Writing about the latest smartphone trends
 - b) Discussing new video game releases

- c) Reporting on soil fertility and crop diseases d) Writing about global cinema
- (ix) Indicate what is the role of an agricultural journalist?
- a) To provide accurate, timely, and useful agricultural information b) To entertain farmers
- c) To spread rumors about the farming industry d) To create fictional farm stories
- (x) Indicate which of the following is NOT a major scope of agricultural journalism?
- a) Research and analysis of farming practices b) Educating farmers on modern technologies
- c) Covering the latest celebrity gossip d) Reporting on climate change effects on agriculture
- (xi) Classify the main function of newspapers in mass communication.
- a) Focusing solely on entertainment b) Printing advertisements only
- c) Providing news and information d) Avoiding public awareness
- (xii) Clarify the difference between newspapers and magazines based on frequency of publication.
- a) Newspapers are published daily, while magazines are periodic b) Magazines are published daily, while newspapers are monthly
- c) Both are published with the same frequency d) Neither is published regularly
- (xiii) Ascertain which type of newspaper focuses on detailed investigative journalism.
- a) Broadsheet b) Tabloid
- c) Newsletter d) Pamphlet
- (xiv) Classify newspapers based on their target audience.
- a) Only entertainment seekers b) Only government officials
- c) General public and specialized readers d) Only students
- (xv) Clarify the purpose of an editorial in a newspaper.
- a) To report only entertainment news b) To present the publication's opinion on current issues
- c) To provide classified ads d) To summarize all articles
- (xvi) Ascertain the key characteristic of a magazine that differentiates it from a newspaper.
- a) Contains in-depth articles with colorful layouts b) Publishes only stock market updates
- c) Is printed only in black and white d) Has only one page
- (xvii) Classify newspapers into different types based on content focus.
- a) General news, business, sports, and entertainment b) Only government notices
- c) Only entertainment features d) Only sports updates
- (xviii) Clarify why some newspapers are referred to as 'broadsheets.'
- a) Because they have large-format pages and serious journalism b) Because they publish only advertisements
- c) Because they are free of charge d) Because they are printed only online
- (xix) Ascertain the primary function of a magazine feature article.
- a) To provide financial statements b) To print only classified ads
- c) To publish breaking news d) To provide in-depth analysis on a topic
- (xx) Classify the components of a standard newspaper structure.
- a) Only captions and images b) Only advertisements
- c) Headline, lead, body, and conclusion d) Only sports columns

Group-B

(Short Answer Type Questions)

2.5 x
10=25

2. Define the meaning of journalism. (2.5)
3. Identify the Principles of Journalism. (2.5)
4. Identify the Basic Functions of Journalism. (2.5)
5. Define the types of journalism. (2.5)
6. Classify the Problems of Agricultural Journalism. (2.5)
7. Describe What is newspaper? (2.5)
8. Illustrate the Rules for writing news. (2.5)
9. Explain What is illustration ? (2.5)
10. Explore the process of Avoiding Caption Mistakes. (2.5)
11. Illustrate the Principles of writing news stories. (2.5)

OR

Classify the Procedure in writing the news story. (2.5)

Group-C

(Long Answer Type Questions)

5 x 1=5

12. Explain the Functions of magazines. (5)

OR

Justify the term Abstracting. (5)

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