



BRAINWARE UNIVERSITY

Term End Examination 2022

Programme – B.Sc.(MSJ)-Hons-2020/B.Sc.(MSJ)-Hons-2021/B.Sc.(MSJ)-Hons-2022

Course Name – Introduction to Print Journalism and News Reporting/Introduction to Print Journalism and Newspaper production

Course Code - BMSJC102

(Semester I)

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) On which date did Hicky launch his newspaper?
 - a) January 29, 1780

b) January 26, 1870

c) August 15, 1780

- d) January 29, 1870
- (ii) Who was the first in the world to start printing?
 - a) Johannes Gutenberg

b) James Augustus Hicky

c) Warren Hastings

d) Oxford University Press

- (iii) Reporting should be
 - a) Without jargon

b) Without false information

c) Without bias

d) All of these

- (iv) Photography must make you
 - a) See, think, feel

b) Think

c) Feel

d) See and feel

- (v) Report writing has to be
 - a) Fast

b) To the point

c) Without frills

d) All of these

- (vi) The News Editor reports to
 - a) The Sub-editor

b) The Chief Sub-editor

c) The Editor

d) The Owner

- (vii) What must a reporter know?
 - a) how to hide his sources

- b) How not to let down his sources
- c) How to withstand pressure not to disclose
- d) Does all of these
- (viii) Which of these can replace a reporter?
 - a) A citizen journalist
- b) A robot

(ix)	c) Anyone on the street Name the first Indian News Agency formed in 190		None of these	
	a) United News of India c) Press Trust of India What exactly is penny press?	b)	Reuters Associated Press of India	
	a) Any newspaper which costs a penny	b)	Cheaply priced newspapers that emethe UK and the USA in the 19th century	_
	c) Any newspaper with information about penny	d)		·
(xi)	If you were told to do immersion reporting, what	W	ould that mean?	
	a) when a report on immersion of deity is written		When procession of immersion of de vividly described	ity is
(vii)	c) When a journalist writes a story based on own experienceWhy are dummy sheets necessary?	d)	when a journalist writes story from other's experience	
(۸11)		I- \	To finalise stars, and the second	_
(xiii)	a) To practise drawingc) To make paper boatsWith what do we associate point size?		To finalise story positions on the page To make the newspaper look smart	ŧ
	a) Paragraphs	b)	Typeface	
	c) Capital letters		None of these	
(xiv	A news copy is measured in			
	a) inches	b)	Yards	
(xv)	c) Centimeters Lower case letter on the page means	d)	Feet	
	a) No capital letter		Inferior case	
	c) Unwanted letter	d)	Dropped alphabets	
	Grou	p-E	3	
	(Short Answer Ty	pe	Questions)	3 x 5=15
2. Is	journalistic writing easier than literary writing?			(3)
	xplain how you will edit a feature article.			(3)
4. What are the duties and responsibilities of a Chief Sub-editor?				(3)
5. Describe the duties of a sub-editor.				(3)
6. C	reate a format with the two types of interviews.			(3)
Sı	OR uggest 3 names for the departmental newspaper.	1		(3)
	Grou	p-(
(Long Answer Type Questions)				5 x 6=30
8.	Choose a recent film and write a review. Explain how to create powerful headlines. Contrast the roles of a health beat reporter and an	ed	lucation beat reporter.	(5) (5) (5)
	0. Analytically write a news story using the 5W-1H formula in 2 paragraphs.			
	What are the different types of reporting? Explain.			(5)
	Explain in 2 paragraphs how a political reporter wil	۱d	escribe the first day of a Parliament	(5)
:	session? OR	?		
	Justify why most newspapers follow a similar news		vout or dummy?	(5)
