



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024  
Programme – B.Sc.(MSJ)-Hons-2023  
Course Name – Editing and Design  
Course Code - BMJ20105  
( 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) Describe what drop cap means
- |  |  |
|--|--|
| a) A line representing the columns of a page | b) A large first letter at beginning of a copy |
| c) Dummy of a page                           | d) When capital letters are dropped            |
- (ii) Complete the sentence: At a press conference, reporters...VIPs
- |                   |                        |
|-------------------|------------------------|
| a) Only listen to | b) Accuse              |
| c) Attack         | d) Listen and question |
- (iii) Construct the following: A web journalist must have skills in
- |                        |                            |
|------------------------|----------------------------|
| a) Writing             | b) Writing and graphics    |
| c) Writing and theatre | d) Graphics and acrobatics |
- (iv) Examine which of these is a website-only news organisation
- |                       |               |
|-----------------------|---------------|
| a) The Times of India | b) ABP Ananda |
| c) NDTV               | d) Scroll.in  |
- (v) Illustrate what a stand-alone photo requires
- |            |                       |
|------------|-----------------------|
| a) A blurb | b) A detailed caption |
| c) A quote | d) A headline         |
- (vi) Employ logic to describe a story that is carried over many days
- |           |            |
|-----------|------------|
| a) Jump   | b) Turn    |
| c) Series | d) Stopgap |
- (vii) Construct what a story available with only one organisation is called
- |              |                   |
|--------------|-------------------|
| a) Exclusive | b) Special report |
| c) Solo act  | d) Latest news    |
- (viii) Interpret what a reporter should do during a political rally

- a) Stand at one place  
c) Watch TV at home
- b) Move around and interact  
d) Join the leaders
- (ix) Recall the reputation a reporter needs to maintain with his sources
- a) Unreliable  
c) Bossy
- b) Careless  
d) Trustworthy
- (x) Name an element of news that a feature story must have
- a) Conflict  
c) Human interest
- b) Timeliness  
d) History
- (xi) State why do you need to follow up on a story
- a) To take it forward  
c) To check the contents
- b) To publish it  
d) None of these
- (xii) Identify the process of finding mistakes in copies before printing
- a) Summarising  
c) Paraphrasing
- b) Proofreading  
d) All of these
- (xiii) Explain what a good tweet includes
- a) Using data and numbers  
c) Generating curiosity
- b) Being ultra specific  
d) All of these
- (xiv) Discuss what news writing is primarily built on
- a) Verbs and nouns  
c) Pronouns and adverbs
- b) Adverbs and adjectives  
d) Nouns only
- (xv) Recognise the art and technique of arranging type
- a) Layout  
c) Typography
- b) Designer  
d) Calligraphy

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. List the main sources of news. (3)
3. Explain why a report needs to be edited. (3)
4. Apply your judgement to decide how many photos the front page should carry. (3)
5. Explain 2 functions of a headline. (3)
6. Distinguish between a blog and a website. (3)

OR

Categorize 3 different blog sites. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Illustrate in 5 sentences why a sub-editor needs both language skills and design skills. (5)
8. Categorise any five beats and the government departments that you might need visit to work on these beats. (5)
9. Discuss what you understand by citizen journalism. (5)
10. Identify 5 points that make Mojo a viable tool in today's media platforms. (5)
11. Interpret the difference between white hat SEO and black hat SEO. (5)
12. Construct the reasons why the press is called the fourth estate. (5)

OR

Formulate 5 positive and 5 negative aspects of print journalism. (5)

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