

1 x 15=15



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

The figure in the margin indicatos full marks. Candidates are as in the margin indicatos full marks.

[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)

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 and graphics

c) Writing and theatre

b) Writing and graphicsd) 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		
(ix)	Recall the reputation a reporter needs to maintai	d) Join the leaders n with his sources		
	a) Unreliable	b) Careless		
(x)	c) Bossy	d) Trustworthy		
(^)	Name an element of news that a feature story me a) Conflict			
	c) Human interest	b) Timeliness d) History		
(xi)	State why do you need to follow up on a story	dy mstory		
	a) To take it forward	b) To publish it		
	c) To check the contents	d) None of these		
(xii)	Identify the process of finding mistakes in copies	,		
	a) Summarising	b) Proofreading		
(xiii)	c) Paraphrasing Explain what a good tweet includes	d) All of these		
(//	a) Using data and numbers	b) Being ultra specific		
	c) Generating curiosity	d) All of these		
(xiv)	Discuss what news writing is primarily built on			
	a) Verbs and nouns	b) Adverbs and adjectives		
	c) Pronouns and adverbs	d) Nouns only		
(xv)	(xv) Recognise the art and technque of arranging type			
	a) Layout	b) Designerd) Calligraphy		
	c) Typography	u) Camgraphy		
	Grou	р-В		
	(Short Answer T	/pe Questions)	3 x 5=15	
			(2)	
	st the main sources of news.		(3) (3)	
3. E)	3. Explain why a report needs to be edited.			
	and with a report the deside how many photos	the front nage should carry	(3)	
5. EX	oply your judgement to decide how many photos	the front page should carry.	(3) (3)	
	oply your judgement to decide how many photos applain 2 functions of a headline.	the front page should carry.	(3) (3) (3)	
	oply your judgement to decide how many photos		(3)	
6. Di	oply your judgement to decide how many photos a splain 2 functions of a headline. stinguish between a blog and a website.		(3)	
6. Di	oply your judgement to decide how many photos of a plain 2 functions of a headline. stinguish between a blog and a website. Of the stegorize 3 different blog sites.	R	(3) (3)	
6. Di	oply your judgement to decide how many photos applain 2 functions of a headline. stinguish between a blog and a website. O	R up-C	(3) (3)	
6. Di	oply your judgement to decide how many photos oplain 2 functions of a headline. stinguish between a blog and a website. Of ategorize 3 different blog sites. Groug (Long Answer Ty	R I p-C ype Questions)	(3) (3) (3) 5 x 6=30	
6. Di	oply your judgement to decide how many photos in the plain 2 functions of a headline. stinguish between a blog and a website. Of the provided of the plant of the provided of the plant of	R IP-C /pe Questions) oth language skills and design skills.	(3) (3) (3) 5 x 6=30 (5)	
7. I	oply your judgement to decide how many photos explain 2 functions of a headline. stinguish between a blog and a website. Of ategorize 3 different blog sites. Groug (Long Answer Ty) Illustrate in 5 sentences why a sub-editor needs because any five beats and the government depond these beats.	R Ip-C Ipe Questions) Oth language skills and design skills. Fartments that you might need visit to work	(3) (3) (3) 5 x 6=30 (5) k (5)	
7. I	coply your judgement to decide how many photos coplain 2 functions of a headline. Stinguish between a blog and a website. Other stegorize 3 different blog sites. Groug (Long Answer Type) Categorise any five beats and the government depoint these beats. Discuss what you understand by citizen journalisms	R IP-C IP-	(3) (3) (3) 5 x 6=30 (5) k (5)	
7. I 8. (0 9. I	coply your judgement to decide how many photos coplain 2 functions of a headline. stinguish between a blog and a website. Office attegorize 3 different blog sites. Groug (Long Answer Ty) Illustrate in 5 sentences why a sub-editor needs be categorise any five beats and the government depoint these beats. Discuss what you understand by citizen journalism deptify 5 points that make Mojo a viable tool in to	R Ip-C Ipe Questions) Oth language skills and design skills. Fartments that you might need visit to work Incomplete the platforms.	(3) (3) (3) 5 x 6=30 (5) k (5) (5)	
7. I 8. (9. I 11. i	coply your judgement to decide how many photos coplain 2 functions of a headline. Stinguish between a blog and a website. Other stegorize 3 different blog sites. Groug (Long Answer Type) Categorise any five beats and the government depoint these beats. Discuss what you understand by citizen journalism dentify 5 points that make Mojo a viable tool in to other pret the difference between white hat SEO ar	R Ip-C Ipe Questions) Oth language skills and design skills. Fartments that you might need visit to work Oday's media platforms. Indicated the second	(3) (3) (3) 5 x 6=30 (5) k (5)	
7. I 8. (9. I 11. i	coply your judgement to decide how many photos coplain 2 functions of a headline. stinguish between a blog and a website. Office attegorize 3 different blog sites. Groug (Long Answer Ty) Illustrate in 5 sentences why a sub-editor needs be categorise any five beats and the government depoint these beats. Discuss what you understand by citizen journalism deptify 5 points that make Mojo a viable tool in to	rp-C Type Questions) The language skills and design skills. The language stills and design skills. The language skills and design skills.	(3) (3) (3) (3) 5 x 6=30 (5) (5) (5) (5) (5)	
7. I 8. (9. I 10. I 11. i 12. (coply your judgement to decide how many photos coplain 2 functions of a headline. stinguish between a blog and a website. Of a tegorize 3 different blog sites. Groug (Long Answer Ty a sub-editor needs be a three beats. Discuss what you understand by citizen journalism dentify 5 points that make Mojo a viable tool in to a terpret the difference between white hat SEO are construct the reasons why the press is called the formal sting and the government deponents of the construct the reasons why the press is called the formal sting and the formal sting and the government deponents the difference between white hat SEO are construct the reasons why the press is called the formal sting and the second sting and the second sting are constructed the second sting and the second sting are constructed to the second sting and the second sting are constructed to the second sting and the second sting are constructed to the second sting and the second sting are constructed to the second sting and the second sting are constructed to the second sting and the second sting are constructed as a second sting as a second still as a second	rp-C ype Questions) oth language skills and design skills. artments that you might need visit to work oday's media platforms. od black hat SEO. fourth estate. R	(3) (3) (3) 5 x 6=30 (5) k (5) (5) (5)	
