



**BRAINWARE UNIVERSITY**

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**Barasat, Kolkata - 700125**

**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

- c) Anyone on the street  
(ix) Name the first Indian News Agency formed in 1908.  
a) United News of India  
c) Press Trust of India  
(x) What exactly is penny press?  
a) Any newspaper which costs a penny  
c) Any newspaper with information about penny  
(xi) If you were told to do immersion reporting, what would that mean?  
a) when a report on immersion of deity is written  
c) When a journalist writes a story based on own experience  
(xii) Why are dummy sheets necessary?  
a) To practise drawing  
c) To make paper boats  
(xiii) With what do we associate point size?  
a) Paragraphs  
c) Capital letters  
(xiv) A news copy is measured in  
a) inches  
c) Centimeters  
(xv) Lower case letter on the page means  
a) No capital letter  
c) Unwanted letter
- d) None of these  
b) Reuters  
d) Associated Press of India  
b) Cheaply priced newspapers that emerged in the UK and the USA in the 19th century  
d) Publications owned by Mr Penny  
b) When procession of immersion of deity is vividly described  
d) when a journalist writes story from other's experience  
b) To finalise story positions on the page  
d) To make the newspaper look smart  
b) Typeface  
d) None of these  
b) Yards  
d) Feet  
b) Inferior case  
d) Dropped alphabets

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Is journalistic writing easier than literary writing? (3)  
3. Explain 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. Create a format with the two types of interviews. (3)

**OR**

- Suggest 3 names for the departmental newspaper. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Choose a recent film and write a review. (5)  
8. Explain how to create powerful headlines. (5)  
9. Contrast the roles of a health beat reporter and an education beat reporter. (5)  
10. Analytically write a news story using the 5W-1H formula in 2 paragraphs. (5)  
11. What are the different types of reporting? Explain. (5)  
12. Explain in 2 paragraphs how a political reporter will describe the first day of a Parliament session? (5)

**OR**

- Justify why most newspapers follow a similar news layout or dummy? (5)

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