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Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Sc.(Ag)-Hons-2023

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) What distinguishes a magazine from a newspaper in terms of publication frequency?
 - a) They are printed daily
 - b) They are printed weekly
 - c) They contain only advertisements
 - d) They are only available online
- (ii) Which type of newspaper is known for serious journalism and in-depth analysis?
 - a) Tabloid
 - b) Broadsheet
 - c) Tabloid
 - d) None of these
- (iii) What is one function of newspapers in society?
 - a) Providing entertainment
 - b) Shaping public opinion
 - c) Increasing literacy rates
 - d) Spreading misinformation
- (iv) Which feature is common in magazines but rare in newspapers?
 - a) Breaking news
 - b) Editorial columns
 - c) Long-form articles
 - d) Sports coverage
- (v) What type of audience do newspapers primarily target?
 - a) Academic scholars
 - b) Mass audience
 - c) Specialized readers
 - d) Children
- (vi) How do magazines typically generate revenue?
 - a) Government funding
 - b) Subscriptions
 - c) Donations
 - d) Selling content
- (vii) What is a major difference in the layout of newspapers and magazines?
 - a) Compact design
 - b) More advertisements
 - c) Detailed visuals
 - d) Large headlines
- (viii) Which section of a newspaper contains opinions and editorials?
 - a) Front page
 - b) Opinion page
 - c) Classifieds
 - d) Letters to the Editor
- (ix) Why do magazines use high-quality images and glossy paper?

- a) To reduce costs b) To attract readers
c) To provide durability d) To maintain brand identity
- (x) How would you classify primary sources of agricultural information?
a) Research papers and scientific journals b) Government reports and statistics
c) Social media posts d) Personal opinions
- (xi) Ascertain which type of newspaper focuses on detailed investigative journalism.
a) Broadsheet b) Tabloid
c) Newsletter d) Pamphlet
- (xii) Classify newspapers based on their target audience.
a) Only entertainment seekers b) Only government officials
c) General public and specialized readers d) Only students
- (xiii) Classify the major difference between agricultural journalism and political journalism.
a) Agricultural journalism focuses on farming, while political journalism covers governance b) Both only focus on business news
c) Agricultural journalism focuses on entertainment d) Political journalism avoids governance topics
- (xiv) Clarify how agricultural journalism is similar to environmental journalism.
a) Both address issues related to sustainability and natural resources b) Both focus only on urban events
c) Neither involves scientific research d) Environmental journalism does not cover farming practices
- (xv) Ascertain why agricultural journalism requires specialized knowledge.
a) It deals with complex farming techniques and rural communication b) It only reports entertainment news
c) It avoids technical subjects d) It is similar to lifestyle journalism
- (xvi) Classify the target audience of agricultural journalism compared to sports journalism.
a) Farmers and agribusiness professionals versus sports fans b) Both focus only on students
c) Agricultural journalism is for athletes d) Sports journalism is for farmers
- (xvii) Clarify the role of investigative reporting in agricultural journalism.
a) It only covers entertainment stories b) It avoids research-based reporting
c) It uncovers issues like food safety and farmer policies d) It focuses on political campaigns
- (xviii) Ascertain why broadcast journalism differs from agricultural print journalism.
a) Broadcast journalism delivers real-time updates, while print provides in-depth analysis b) Both only provide breaking news
c) Agricultural print journalism avoids detailed reporting d) Broadcast journalism is irrelevant to farming
- (xix) Classify the similarities between business journalism and agricultural journalism.
a) Both only focus on entertainment b) Agricultural journalism avoids market trends
c) Business journalism ignores agricultural trade d) Both cover markets, trade, and financial aspects
- (xx) Clarify why rural newspapers are significant for agricultural journalism.
a) They avoid farmer-specific issues b) They provide localized farming news to rural communities
c) They focus only on international affairs d) They publish only political updates

Group-B

(Short Answer Type Questions)

2.5 x
10=25

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|---|----------------------------------|-------|
| 2. Define the importance of Journalism | <i>Library</i> | (2.5) |
| 3. Identify the Principles of Journalism. | Brainware University | (2.5) |
| 4. Identify the Basic Functions of Journalism. | 398, Ramkrishnapur Road, Barasat | (2.5) |
| 5. Define the types of journalism. | Kolkata, West Bengal-700125 | (2.5) |
| 6. Explain Factors determining news values. | | (2.5) |
| 7. Illustrate the Rules for writing news. | | (2.5) |
| 8. Classify the Procedure in writing the news story. | | (2.5) |
| 9. Explain What is illustration ? | | (2.5) |
| 10. Explore the process of Avoiding Caption Mistakes. | | (2.5) |
| 11. Explore The Characteristics of good news. | | (2.5) |

OR

Illustrate the Principles of writing news stories.	(2.5)
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Group-C

(Long Answer Type Questions)

5 x 1=5

12. Explain the Functions of magazines.	(5)
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OR

Justify the term Abstracting.	(5)
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