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**BRAINWARE UNIVERSITY**

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Term End Examination 2025-2026**Programme – B.Sc.(MSJ)-Hons-2024/B.Sc.(MSJ)-Hons-2025****Course Name – Editing and Design****Course Code - BMJ20102****(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) Explain which word is related to a sub-editor?

- a) Newsdesk
- c) Library

- b) Art room
- d) Photo-lab

(ii) Explain the structure of editing a news report.

- a) Inverted pyramid
- c) Peer review method

- b) Normal pyramid
- d) Bloom's taxonomy

(iii) Explain what a topspread is?

- a) Cover on a report
- c) Jam on bread

- b) Copy with photo on top of the page
- d) None of these

(iv) Construct how the editing process starts?

- a) From the reporter
- c) From the site

- b) From the editor
- d) From the photographer

(v) Apply your knowledge to define the best lead stories.

- a) Not to lengthy, to the point
- c) Well-structured

- b) Simple language
- d) All of these

(vi) Construct what the most common type of lead is called?

- a) Summary lead
- c) News lead

- b) Traditional lead
- d) Blind lead

(vii) Apply your knowledge to explain what an editorial contains?

- a) Opinion
- c) Gossip

- b) Reports
- d) Pictures

(viii) Construct the following: A web journalist must have skills in

- a) Writing
- c) Writing and theatre

- b) Writing and graphics
- d) Graphics and acrobatics

(ix) Construct whether white space on a page is _____.

- a) Easy on the eye
- b) Bad
- c) Unnecessary
- d) None of these
- (x) Illustrate what newsworthy stories are checked for?
 - a) Grammar
 - b) Facts
 - c) Sense
 - d) All of these
- (xi) Interpret the functions of an editor.
 - a) Editing, deciding layouts and selecting news
 - b) Reporting
 - c) Meeting people
 - d) Writing books
- (xii) Illustrate what graphics are used for?
 - a) Decorate the page
 - b) Understand the story better
 - c) Divert attention
 - d) None of these
- (xiii) Complete the sentence: At a press conference, reporters...VIPs
 - a) Only listen to
 - b) Accuse
 - c) Attack
 - d) Listen and question
- (xiv) Examine which of these is a website-only news organisation?
 - a) The Times of India
 - b) ABP Ananda
 - c) NDTV
 - d) Scroll.in
- (xv) Interpret what a reporter should do during a political rally?
 - a) Stand at one place
 - b) Move around and interact
 - c) Watch TV at home
 - d) Join the leaders

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Classify two functions of a good headline. (3)
- 3. Choose four sources of news for a reporter other than newspapers, television and radio. (3)
- 4. Utilize your brain to decide whether a sub-editor needs both language skills and design skills. (3)
- 5. Apply the 5Ws-1H formula to write a brief report on a bank robbery. (3)
- 6. Analyse how many stories you will need to design the front page that has no advertisement. (3)

OR

- Categorise what you will paste on a broadsheet page after the headline? (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Identify the editing software you will use to design a page layout and explain how you will do it (5)
- 8. Classify five reasons why using quotes is necessary for a report. (5)
- 9. Develop five positive and five negative aspects of print journalism. (5)
- 10. Construct the qualities of a good online news article. (5)
- 11. Inspect the process of making a good photograph. (5)
- 12. Formulate how you will edit the following report: Yesterday night a big train accident happen in Bengal near Howrah station. Two train was crashed because signal not working properly. Many passenger injured badly and some is feared dead. Rescue team was late and public angry. Railway says investigation will start tomorrow yesterday with no clear informations given officially. (5)

OR

- Imagine how a reporter on general assignment will write a report on a train accident in Bengal on February 15 at 6 a.m. (5)