



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – M.Sc.(MSJ)-2024

Course Name – Content Development and Production

Course Code - MSJ47207A (T)

(Semester IV)

Full Marks : 40

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 10=10

1. Choose the correct alternative from the following :

(i) Apply news values to select the most newsworthy item.

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|-----------------------------|----------------------------|
| a) Government policy reform | b) Celebrity fashion trend |
| c) Personal blog post | d) Routine weather report |

(ii) Choose the correct sequence of the news process.

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|---------------------------------------|-----------------------------|
| a) Editing–Publishing–Event | b) Reporting–Editing–Event |
| c) Event–Reporting–Editing–Publishing | d) Publishing–Event–Editing |

(iii) Manipulate news structure to highlight the most important fact.

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|-------------------------------|---------------------------------|
| a) Place it in the background | b) Include it in the conclusion |
| c) Hide it in quotations | d) Present it in the lead |

(iv) Predict the effect of inaccurate reporting on audiences.

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|----------------------|------------------------|
| a) Increased trust | b) Loss of credibility |
| c) Higher engagement | d) Neutral impact |

(v) Illustrate the function of news sources.

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|-----------------------------|----------------------------------|
| a) Designing advertisements | b) Providing factual information |
| c) Editing grammar | d) Printing copies |

(vi) Relate attribution to ethical journalism.

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|-----------------------|---------------------------|
| a) Improves layout | b) Ensures accountability |
| c) Enhances headlines | d) Reduces content |

(vii) Modify a report to improve fairness.

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|-----------------------------|-----------------------------|
| a) Remove counterinterviews | b) Add diverse perspectives |
| c) Emphasize emotions | d) Ignore facts |

(viii) Construct an interactive blog post by combining which elements?

- | | |
|------------------------------|---------------------------|
| a) Text, visuals, hyperlinks | b) Audio only |
| c) Video only | d) Headlines and captions |

- (ix) Develop a strategy to increase audience engagement on social media.
- a) Reduce posting frequency
 - b) Use interactive and relevant content
 - c) Avoid audience feedback
 - d) Post identical content everywhere
- (x) Reorganize website content to improve user experience by doing what?
- a) Adding more text
 - b) Structuring content logically
 - c) Removing visuals
 - d) Ignoring navigation

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Interpret the importance of verification in the news gathering process. (3)
3. Employ the principle of brevity while writing a print news lead. (3)
4. Appraise the role of news values in determining the prominence of a print news story. (3)
5. Employ appropriate television interview techniques to ensure effective audience engagement. (3)
6. Formulate a plan for producing a podcast as part of new media content development. (3)

OR

- Reorganize existing digital content to improve audience accessibility and clarity. (3)

Group-C

(Long Answer Type Questions)

5 x 3=15

7. Apply the concept of news values to determine whether a local road accident qualifies as front-page news. (5)
8. Categorize the major types of radio programmes and illustrate their presentation styles. (5)
9. Justify the importance of understanding technical aspects of photographs such as resolution and color schemes in print news. (5)

OR

- Predict the consequences of ignoring fact-checking and balance in print news reporting. (5)

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