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Name.....

Reg. No.....

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2024**

Journalism and Mass Communication

JOU 4 (3) C01—JOURNALISTIC PRACTICES

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A (Short Answer Type)***All questions can be answered.**Each question carries 2 marks.**(Ceiling 25 marks)*

1. Sub Editor.
2. Press Agents.
3. Reuters.
4. House journals.
5. Public Service Advertisements.
6. Beat reporting.
7. Investigative news story.
8. PRO.
9. CSR.
10. Political PR.
11. Advertorial.
12. Baseline.
13. Illustration.
14. Corporate communication.
15. Straight news.

**Turn over**

**Section B (Paragraph/ Problem Type)**

*All questions can be answered.*

*Each question carries 5 marks.*

*(Ceiling 35 marks)*

16. Discuss on the different news determinants or news values.
17. Explain the different types of reporting.
18. Elucidate the design and page make-up of a newspaper.
19. What are the different steps in an advertising campaign ?
20. Differentiate internal and external public of an organization.
21. Explain the techniques of crafting good headlines.
22. Briefly explain the various elements of an Ad copy.
23. Discuss in detail about the functions of news agencies.

**Section C (Essay Type)**

*Answer any **two** of the following questions.*

*Each question carries 10 marks.*

24. Describe the organizational chart of a newspaper.
25. Substantiate the role of advertisements in influencing the behavioral patterns of the public.
26. Point out the prominent PR campaigns in India that cause a drastic change in the society.
27. Discuss about the evolution of advertising in India.

(2 × 10 = 20 marks)