

**D 120700**

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Name.....

Reg. No.....

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2025**

Journalism and Mass Communication

JOU 4 (3) C01—JOURNALISTIC PRACTICES

(2019—2023 Admissions)

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. Stringer.
2. Photo Journalist.
3. Travelogue.
4. Editorial.
5. Inverted Pyramid.
6. Page make-up.
7. News agency.
8. Line editing.
9. Headline.
10. PRSI.
11. DAVP.
12. Internal Public.
13. Ad Campaign.
14. Jingles.
15. Logo.

**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 principles of news writing.
17. Explain the basics of reporting.
18. Elucidate the various sources of news with suitable examples.
19. What is the role played by news agencies in the crafting of international news stories ?
20. Define the general rules of editing for newspapers.
21. Explain any three definitions for PR.
22. Briefly explain the different qualities of a Public Relations Officer.
23. Discuss in detail about the functions of Ad agencies.

**Section C (Essay Type)**

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

*Each question carries 10 marks.*

24. Explain in detail about the different news story structures with diagrams.
25. Elaborate the origin and evolution of PR in India.
26. Discuss about the functions and effects of advertising.
27. Point out the ethical issues of advertising with suitable examples.

(2 × 10 = 20 marks)