

**FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2020 ONLY)**

(NO.OF PAGES:2)

20UEL 512

**REG.NO**

# **NGM COLLEGE (AUTONOMOUS) POLLACHI**

## **END-OF-SEMESTER EXAMINATIONS: DECEMBER-2022**

## **B.A-ENGLISH LITERATURE (Aided & SF)**

**MAXIMUM MARKS: 70**

## **V SEMESTER**

**TIME: 3 HOURS**

### PART III

## JOURNALISM AND MASS COMMUNICATION

**SECTION – A** **(10 X1 = 10 MARKS)**

## **ANSWER THE FOLLOWING QUESTIONS**

## **ANSWER THE FOLLOWING QUESTIONS MULTIPLE CHOICE QUESTIONS**

(K1)

1. Journalism is concerned about the dissemination of the views about -----  
a. Society                    b. Education                    c. Politics                    d. Culture
2. The life of news is-----hours.  
a. 6                            b. 10.                            c. 24                            d. 12
3. The news agencies collect information and supply to their subscribers through-----  
a. Telephone                    b. Teleprinters                    c. Telegram                    d. Teleprompter
4. The first objective of an advertisement is to get-----  
a. Profit                            b. Attention                            c. Orders                            d. Benefits
5. ----- is the father of Indian factual film.  
a. Edison                            b. Bhatwadekar                            c. Lumiere brothers                    d. Paranjpe

**ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES**

(K2)

6. Name the five departments of Mass Communication
7. Explain Timeliness
8. What is rewriting?
9. Explain the term advertising
10. Define packaged news story

**SECTION – B** **(5 X 4 = 20 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a)What are the trends in cyber reporting and editing?  
(OR)  
b) Enumerate the canons of journalism

12. a) Explicate Beat Reporting  
**(OR)**  
b) Explain the meaning of Lead and its significance
13. a) How will you create the Headline?  
**(OR)**  
b) Give an account of 'Defamation'
14. a) Define the structure of an advertising agency  
**(OR)**  
b) What are the elements essential for writing an advertisement?
15. a) Why is audience studies needed?  
**(OR)**  
b) What are the disadvantages of radio?

**SECTION - C****(4 X 10 = 40 MARKS)**

**ANSWER ANY FOUR OUT OF SIX QUESTIONS.**  
**(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21 )** **(K4) OR (K5)**

16. Attempt an essay on the impact of cinema on the society
17. Elucidate the importance of ethics in journalism
18. Give a detailed account of the qualities of a reporter
19. Explain proofreading and the duties of a proof reader
20. Analyse the different classifications of advertisement
21. Compare and contrast print, radio and television media

**A-11**

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