Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Code :** | **17MC2008** | **Duration :** | **3hrs** |
| **Sub. Name :** | **PRINT MEDIA** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Elucidate the history and evolution of Print media. | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Apply inverted pyramid style on a crime news including the headline  and lead. | CO5 | 20 |
|  |  |  |  |  |
| 3. |  | How various types of leads impact a news story?  Deliberate with examples from current news stories. | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Summarize the news gathering process followed in news agencies. | CO4 | 20 |
|  |  |  |  |  |
| 5. |  | Discuss the qualities and responsibilities of news reporters. | CO6 | 20 |
| (OR) | | | | |
| 6. |  | Share your views on the risk factors in reporting a news. | CO6 | 20 |
|  |  |  |  |  |
| 7. |  | Design a front page of a sport magazine in monochrome using pencil. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Elucidateon the characteristics of news features. | CO2 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Good writing is still the cornerstone for all media, but line between  print and broadcast news are blurring. Discuss. | CO1 | 20 |