

**THIRD SEMESTER B.A DEGREE EXAMINATION  
CAREER-RELATED FIRST DEGREE PROGRAMME UNDER CBCSS  
GROUP 2-A MALAYALAM & MASS COMMUNICATION  
VOCATIONAL COURSE -IV  
MX 1371 REPORTING FOR PRINT MEDIUM**

Time:3Hr

MAX MARKS:80

**I. Answer the following in one or two words or in one or two sentence**

1. Off- record
2. Deadline
3. Vox-Populi
4. 5 Ws and 1 H
5. Gatekeeping
6. Novelty
7. Exclusive
8. PTI
9. Beat
10. Cubs

(10x1=10 marks)

**II. Answer any eight questions each in 60 words**

11. Define Yellow journalism and its demerits
12. Elements of News
13. Explain Hourglass style of News writing
14. What are the qualities of a Soft News
15. Define Syndication
16. Define Embedded journalism
17. Explain Farm Journalism
18. Enlist the various functions of Journalism
19. Define source and explain the ways to cultivate news sources

20. What is Paid News
21. "News is anything that you didn't know till yesterday". Discuss
22. What are the qualities of a Sports Reporter

( 8x2=16 marks)

**III. Answer any six questions, each in about 120 words**

23. What is Sting Operation, Explain its merits and demerits
24. Explain Inverted pyramid style and its pros and cons
25. What are the commonly known News sources
26. What does 'Free Press' indicate and what are the objectives of journalism
27. Which are the qualities and values of News
28. Analyse different types of Interviews
29. Evaluate the role of News Agencies in collecting and distributing news worldwide
30. What is Citizen Journalism, explain the role of Social media in it

(6x4=24 marks)

**IV. Write long essays on any two of the following**

31. What are the types of Lead? Explain each with examples
32. What are the various types of news appeared in a Newspaper
33. Explain the quality of cultural reporting in Malayalam newspapers
34. 'Reporter is known as the backbone of a Newspaper'- comment on it.

(2x15=30 marks)