

B.Sc. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2023

First Semester

Visual Communication – Skill Enhancement Course

JOURNALISM SKILLS

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What is the purpose of a lead in a news article?
  - (a) To summarize the main points
  - (b) To grab the reader's attention
  - (c) To provide background information
  - (d) To conclude the article

6. Which type of interview allows the interviewer to control the questions and conversation?
  - (a) Structured interview
  - (b) Unstructured interview
  - (c) Press conference
  - (d) Panel discussion
7. What is the term for a headline that stretches across the entire width of a newspaper page?
  - (a) Sub headline
  - (b) Banner headline
  - (c) Deck
  - (d) Tagline
8. Which of the following is a common ethical dilemma for journalists?
  - (a) Reporting unverified information for a scoop
  - (b) Using anonymous sources without validation
  - (c) Both (a) and (b)
  - (d) Neither (a) nor (b)
9. What does the term "off the record" mean in journalism?
  - (a) Information that is confidential and not for publication
  - (b) Information that is officially recorded
  - (c) Information that is widely known
  - (d) Information that is exaggerated for effect

2. What is the term for verifying the accuracy of information before publishing?
  - (a) Editorializing
  - (b) Fact-checking
  - (c) Sensationalism
  - (d) Op-ed
3. Which of the following is NOT a characteristic of an objective news story?
  - (a) Balanced representation of different perspectives
  - (b) Clear attribution of sources
  - (c) Personal opinions and bias
  - (d) Factual information
4. What is the purpose of a byline in a news article?
  - (a) To indicate the publication date
  - (b) To credit the author or reporter
  - (c) To highlight key quotes
  - (d) To provide additional context
5. What does the acronym "AP Style" stand for in journalism?
  - (a) Associated Press Stylebook
  - (b) Authentic Publication Standards
  - (c) Authoritative Press Guidelines
  - (d) Accredited Publishing Styles

10. What is the purpose of a dateline in a news article?
  - (a) To indicate the location and date of the report
  - (b) To highlight important quotes
  - (c) To provide a summary of the article
  - (d) To list additional sources

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write a note on Article 19 and its sub Clauses.  
Or  
(b) Write a Note on Yellow journalism.
12. (a) List news values and explain any five.  
Or  
(b) Differentiate Hoaxes and Scoops.
13. (a) Write a note on Gate Keeping.  
Or  
(b) Write a note on five W's and One H.

14. (a) What are the different types of beats available for news collection?

Or

(b) Write a note on types of source available for news collection.

15. (a) Write a note on inverted pyramid style of writing.

Or

(b) Explain different formats of writing news.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) What are the key elements of a well-written news article?

Or

(b) How do you approach fact-checking and verifying information in your reporting?

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17. (a) Explain the importance of objectivity and impartiality in journalism?

Or

(b) What are some effective strategies for conducting interviews and gathering information from sources?

18. (a) How do you navigate ethical dilemmas and conflicts of interest in your reporting?

Or

(b) Objectivity is a myth in today's Journalism. Record your opinion.

19. (a) Media is the Fourth estate of democracy. – Justify.

Or

(b) List out the things to consider while curating News for new media.

20. (a) Write a note on reasonable restrictions in the constitution of India and its importance.

Or

(b) Indian media needs separate clause for freedom of expression – Comment.

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