

2012

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

Answer any **four** questions : $15 \times 4 = 60$

1. What is Yellow Journalism ? Is it still a shame of journalism ?
2. What do you understand by Green Journalism ? What is its importance ?
3. What are the challenges for journalists in India today ?

CW – 13/3

(Turn over)

4. How a news story differs from a newspaper to a news magazine content wise ? Discuss.
5. Reporter is oxygen but editor is the master of a newspaper. How ? Discuss.
6. How an editor selects different lead stories ? What are the preferences ?
7. What do you think, journalism is a profession or a movement ?
8. What is the importance and prospect of web editing ?
9. Telecast of a live programme and recorded programme are different in most of ways. How ?
10. What do you understand by web journalism and how is it different from print journalism ?

Group – B

Answer **all** questions.

11. Select the correct answer of the following :
2×10 = 20
 - (a) Inverted pyramid technique is associated with :
 - (i) Broadcasting

- (ii) Advertisement
 - (iii) Event
 - (iv) Editing
- (b) Highest Award in journalism is :
- (i) Journalist of the year
 - (ii) Journalist of the world
 - (iii) Pulitzer Award
 - (iv) Satya Harischandra Award
- (c) Which was the first Urdu Newspaper of India ?
- (i) Quami Awaz
 - (ii) Urdu Nama
 - (iii) Jame Jahan Numa
 - (iv) Inquelab-A-Hind
- (d) Which was the first Newspaper of India ?
- (i) Bengal Gazette
 - (ii) The Statesman
 - (iii) Times of India
 - (iv) Telegraph

(e) Writing for e-paper is called :

- (i) Web journalism
- (ii) e-journalism
- (iii) e-writing
- (iv) All of these

(f) First News Agency of India is :

- (i) UNI
- (ii) PTI
- (iii) Samachar Bharti
- (iv) None of these

(g) What is O. B. Van ?

- (i) On Band Van
- (ii) Outside Broadcasting Van
- (iii) Open Busy Van
- (iv) On Base Van

(h) Fundamental rights are freezed during :

- (i) Elections

- (ii) Riots
- (iii) Emergencies
- (iv) War
- (i) Green journalism is concerned with :
 - (i) Green colour
 - (ii) Green book
 - (iii) Industrial pollution
 - (iv) Environmental pollution
- (j) Editing for print media and electronic media :
 - (i) Same
 - (ii) Slightly different
 - (iii) Different
 - (iv) None of these

