

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
Department of Mass Communication Even Backlog / Semester End Examination (SEE), June 2023 [Programme: BJMC] [Semester: II] [Batch: Even Backlog]				
Course Title: Print Media Reporting and Editing		Max Marks: 100		
Course Code: BAJC1025		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Define Print Media.		K2	5
2.	Design a labelled diagram for organizational structure of the newsroom.		K2	5
3.	Explain various functions of the editorial department.		K2	5
SECTION-B (40 Marks)		10 Marks each		
4.	Identify various functions of ABC (Audit Bureau of Circulation).		K3	10
5.	Choose any five leading news agencies of the world and discuss them in brief.		K3	10
6.	Identify any five basics elements of a news report.		K3	10
7.	Develop broad classification of print media. OR Develop a news report on the announcement of Admission 2024 in Galgotias University.		K3	10
SECTION-C (45 Marks)		15 Marks each		
8.	Design a dummy page of the broadsheet newspaper.		K4	15
9.	Analyze the role and responsibilities of the Editor-in-Chief.		K4	15
10	Compare between E-newspaper and hardcopy broadsheet in terms of layout and design. Give suitable examples. OR Analyse the use of CMYK in printing of newspaper.		K4	15