2013

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.

(Reporting and Editing – II)

Group – A

Answer any four of the following : 15×4 = 60

1. Describe the basic Principles of Editing.

2. What do you mean by Desk Management? Explain.

3. What is Photo Editing? How is it different from Cartoon Editing?

4. Describe the essential qualities of a reporter.

UK – 51/1

(Turn over)
5. Illustrate the work and importance of news agencies.

6. Discuss the basic features of Investigative and Interpretive news.

7. What do you understand by search engine? Describe the features.

8. Describe, in brief, Yellow Journalism and its impact.

9. "A skillful and an impartial attitude of a reporter is essential for good news reporting." Discuss.

10. Write short notes on any three of the following:
    
    (a) Manuscript
    (b) Internet
    (c) BBC
    (d) UNI
    (e) AIR
    (f) Objective News

UK – 51/1 (2) Contd.
Group – B

Answer all questions.

11. Choose the correct answer of the following:

\[2 \times 10 = 20\]

(i) Mobile means:
   (a) Static
   (b) Movable
   (c) Small
   (d) Electronic

(ii) E-mail is:
   (a) Electric Mail
   (b) Elective Mail
   (c) Eastern Mail
   (d) Electronic Mail

(iii) sitaram @ gmail.com is:
   (a) Website
   (b) Email
   (c) Channel
   (d) Blog

UK – 51/1 (3) (Turn over)
(iv) The time at which a programme starts is called:
   (a) Air time
   (b) Prime time
   (c) Air check
   (d) Time check

(v) Summary or closing especially on news shows is called:
   (a) Rap up
   (b) Stand up
   (c) Breaking news
   (d) Teaser

(vi) The word ‘Xerox’ is:
   (a) Photocopy
   (b) Name of a company
   (c) Both of the above
   (d) None of the above

(vii) ‘Layout’ combines:
   (a) Photo and print items
   (b) Sub editor and composer
(c) Both of the above
(d) None of the above

(viii) WWW stands for:
(a) World Wide War
(b) World Wide Work
(c) World Wide Warranty
(d) World Wide Web

(ix) The first Urdu newspaper of India is:
(a) Jame-Jahan-Numa
(b) Al-Hilal
(c) Al-Belagh
(d) Nao shenwan

(x) Which of these can be a source of news?
(a) Manuscript
(b) Police Diary
(c) Postmortem Report
(d) All of these

UK - 51/1 (60) (5) BJMC — II/H-6/13