



Derozio Memorial College
UGC Sponsored B.Voc in Public Relations
Semester -V Examination, 2021
Paper – PRGC11T (PRINT AND ONLINE
JOURNALISM)



Time Allotted: 2hours

Full Marks: 50

(The figures in the margin indicate full marks. Candidates should answer in their own words and adhere to the word limit as practicable.)

1. Answer any Five (05) of the followings: -

5X2=10

- a) What is Intro/Lead?
- b) What do you mean by MoJo?
- c) Name two sources of news.
- d) What is Conflict reporting?
- e) What is syndicate column?
- f) What is soft news?
- g) What is inverted pyramid structure of news writing style?
- h) Name any two opinion pieces of a newspaper.

2. Write short notes on Any Two (02) of the following: -

2X5=10

- a) Different techniques of reporting.
- b) Objective Reporting
- c) Importance of Sports News.
- d) Alternative media
- e) Fashion Reporting

3. Answer any Three (03) of the following: -

3x10= 30

- a) Differentiate between crime and legal reporting.
- b) What is interview? What are the different types of interview? How does journalist prepare himself/herself for an interview?
- c) What is news? Discuss the elements of news.
- d) Write in detail about the differences between the interpretative and investigative reporting.
- e) What is feature? Why feature is so popular today among the readers of print and online newspapers?
- f) Do you think newspaper, news blog and news portal can build public opinion equally? -Discuss your views with suitable example.

N.B.: Students have to complete submission of their Answer Scripts through E-mail to their own respective college on the same day / date of examination within 1 hour after the end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.

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