



21102111

QP CODE: 21102111

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) EXAMINATION, AUGUST 2021**

**Third Semester**

B.A MASS COMMUNICATION & JOURNALISM

**Core Course - MC3CRT13 - EDITING, DESIGN AND PAGINATION FOR PRINT**

2017 Admission Onwards

5F3DD04A

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define morgue.
2. Explain the term 'scoop'.
3. Explain the meaning of 'hand outs'.
4. Describe the speciality of Creative Cloud feature in Adobe Photoshop.
5. Define 'banner headline'.
6. Explain the term 'op-ed' page.
7. Identify any two notable column writers in any Indian daily newspapers.
8. Define the term 'leader writer' in newspaper.
9. Define ascender.
10. Define unity.
11. Define Column inch.
12. Define 'JPEG'.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Discuss on the ethics of investigative journalism practised in India.
14. Discuss the role of internal ombudsman in newspapers.





15. Describe the features of Quark Xpress.
16. Describe the functioning of colour correction tools in Adobe Photoshop.
17. Describe the essentials of headline language.
18. Discuss the merits and demerits of 'letter to the editor'.
19. Discuss the impact of using a pull quote in a news story.
20. Describe the use of photo cutouts.
21. Explain the use of infographics in the analysis of election results.

(6×5=30)

**Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Describe the challenges of investigative journalism.
23. Describe the responsibilities of a news editor.
24. List the scope and uses of Adobe Photoshop.
25. Describe the mechanics of dummyming.

(2×15=30)

