



QP CODE: 23127676

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2023**

Third Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC3CRT13 - EDITING, DESIGN AND PAGINATION FOR PRINT

2017 Admission Onwards

27E0CE77

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define the term 'transpose'.
2. Recognise the personality 'AS Paneerselvan'.
3. Define the term 'fillers'.
4. Define 'GIF'.
5. Define 'skyline'.
6. Define kicker headline.
7. Define the term 'editorial policy'.
8. Identify the personality 'Tavleen Singh'.
9. Define base line.
10. Define boldface.
11. Define camera-ready art.
12. Give an example for infographics used in newspapers.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Discuss about the growth of PTI.
14. Discuss the relevance of news angle in a news story.
15. Describe the features of Adobe Illustrator.
16. Describe the features of Adobe Indesign.
17. Make a brief profile of celebrated cricketer 'Sachin Tendulkar'.
18. Describe the skills needed for writing an editorial.
19. Describe modular design.
20. Describe teasers with examples.
21. Make a note on infographics in newspapers.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Illustrate the process of offset printing.
23. Discuss the statement 'Sub-editor is the diamond cutter of a newspaper'.
24. List the scope and uses of QuarkXPress.
25. Discuss the business page make up of a broadsheet newspaper.

(2×15=30)

