



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION – APRIL/MAY 2026

JOURNALISM – II SEMESTER BA/BSC

25UBA23B/25BSC23C– PRINT MEDIA

Time: 3 Hours

Max. Marks:80

Instruction: *Answer should be written completely in English.*

SECTION - A

Answer any ten questions. Each question carries two marks.

(10X2=20)

1. Define Journalism.
2. Write a short note on Bengal Gazette.
3. What is an E-newspaper?
4. Explain information dissemination in journalism?
5. What is a 'Beat' in journalism? Give two examples of different beats.
6. Explain Lead.
7. What is Broadcast Journalism?
8. Define Photojournalism.
9. Who was Annie Besant?
10. What is a Masthead in a newspaper?
11. Name any two early newspapers in India.
12. What is typography?

SECTION - B

Answer any six questions. Each question carries five marks.

(6X5=30)

13. What is Mojo? Describe the advantages of Mojo.
14. What is offset printing? Explain other major types of printing.
15. Describe any five kinds of journalism with examples.
16. Write a detailed note on Raja Ram Mohan Roy's contribution to Indian Journalism.
17. Describe the terminologies of newspaper.
18. Differentiate between traditional Journalism and digital Journalism.
19. Mention two major Kannada newspapers and their influence.
20. Who was B.G. Horniman and what was his contribution to Indian journalism?



SECTION - C

Answer any three questions. Each question carries ten marks.

(3X10=30)

21. Trace the development of journalism from the pre- to post-independence period in India.
22. Describe the challenges and trends of Kannada Journalism.
23. Explain the scope of Journalism.
24. Write a detailed note on the functions of Journalism.
25. Who is a Photojournalist? Explain the ethics and techniques of Photo Journalism.

