

UNIT-1 (A)

I. Answer in a word

1. An example for General Interest magazine
2. The first printed magazine in Malayalam
3. Give the name of any software used in the magazine publication
4. The year in which the first FM Channel was launched by AIR
5. The first community Radio in Malayalam (1x5 = 5)

II. Answer the following terms in one or two sentences

- 1) Jingle
- 2) Feedback,
- 3) Folio ,
- 4) Specialized magazine (2x4=8)

III. Distinguish the following terms

1. FM and AM
2. Uni – dimensional and Bi- dimensional microphone
3. Historical features and Human Interest features (2x3=6)

IV. Answer any one of the following questions in two or three paragraphs

1. Briefly describe the structure of a magazine article
Or
2. Briefly describe the principles of magazine editing
(1x6=6)

1. Answer any one of the following questions in two or three paragraphs

- a. Briefly describe the content of a magazine
- Or
- b. Briefly describe the qualities of good Radio presenter

(1x5=5)

II. Answer the following terms in two or three sentences

- 1. Analogue Recording
- 2. Omni- directional microphone
- 3. Radio Bridge
- 4. Pull Quotes
- 5. General Interest magazine

(2x5= 10)

III. Expand the following terms

- 1. DRM
- 2. DAB
- 3. RJ
- 4. DAP

(1x4= 4)

IV. What are the advantages of Digital Editing in Radio Production

(1x6= 6)

ANNUAL INTENSIVE TEST SERIES
JOURNALISM
UNIT-II (A)

I. Answer in a word

- a. Who developed the first ever mechanical model of the television
- b. Who invented the Cinematograph
- c. An example for the German Expressionism film
- d. The debut film of Sathyajith Ray (1x4 = 4)

II. Answer any one of the following questions in two or three paragraphs

- a. What is Online Journalism? Briefly describe the characteristics of Online Journalism
Or
- b. Briefly describe the principles of magazine editing (1x6 = 6)

III. Answer the following terms in two or three sentences

- a) Micro blogging (b) Typography
- c) Teases (c) Tracking (2x4 = 8)

IV. Distinguish the following terms

- a. Panning and Tilting
- b. Frame and Shot (2x2 = 4)

- V. Write briefly on the different types of Camera shots**
(1x3 = 3)

1. Answer any one of the following questions in two or three paragraphs

a. Define the term is “Blog.”? Briefly describe the different types of blog

Or

b. Briefly describe the three point lighting in Television production (1x6 = 6)

2. Answer the following terms in two or three sentences

a. Search Engine

b. NOFN

c. IFFK

d. British New Wave

e. JIB (2x5 = 10)

3. Expand the following terms

a. IPTA

b. AIR

c. CAR

d. UGC (1x4 = 4)

4. Explain briefly the contribution of G. Aravindan towards the growth and development of Malayalam cinema.

(1x3 = 3)

5. Briefly explain the importance of “Story Board”. (1x2 = 2)

ANNUAL INTENSIVE TEST SERIES
JOURNALISM
UNIT-III (A)

1. Answer in a sentence or two

- a. USER Manuals
- b. Transit Advertisement
- c. House Journals (2x3 = 6)

2. Distinguish the following terms

- a. Internal and External public (1x2 = 2)

3. Answer any one

- a. What are the qualities of a technical writer? Explain in detail.
Or
- b. Explain in detail on the components of a display advertisement (1x6 = 6)

4. Expand the following terms

- a. PRO
- b. K3A
- c. IPRA
- d. ASCI (1x4 = 4)

5. Explain the demerits of advertisement (1x5 = 5)

6. Define the term ' Event Management (1x2 = 2)

TRIUMPH

Time : 1 Hour
Marks: 25

HSE-II

ANNUAL INTENSIVE TEST SERIES
JOURNALISM
UNIT-III (B)

1. Explain the AIDA formulae of advertisement (1x4 = 4)
2. Define Media campaign and explain its aim. (1x2 = 2)
3. Expand the following terms
 - a. PRSI
 - b. AAAI
 - c. AMA (1x3 = 3)
4. What is the importance of New Media tools in in-corporate communication? Explain it briefly. (1x4 = 4)
5. Distinguish the following terms
 - a. Internal tools and External tools (1x2 = 2)
6. Answer in a word
 - a. Kerala Calling is a magazine published by
Department of Kerala
 - b. The year in which IPRA was established.
 - c. The ASCI was established in the year
(1x3 = 3)
7. Answer any one
 - a. Write an essay on the functions of Corporate Communication
Or
 - b. Define Online advertising.
What are the different types of Online advertisement.
(1x7 = 7)

ANNUAL INTENSIVE TEST SERIES
JOURNALISM
UNIT-I (A)

- A. Answer the following question in a paragraph or two
- a. Explain in detail 'Lasswell's formulae of communication with diagram. (1x5 = 5)
- B. Answer in a word
1. An example for traditional media
 2. The first block printed book
 3. The process of filtering the media messages is called
 4. Who founded the organization called Federation of Working Journalist ?.
 5. The first news paper in India. (5x1 = 5)
- C. Answer any two questions in two or three paragraphs
1. Define the term Communication and explain briefly the different levels of communication with examples.
 2. Contribution of Bal Ganghadher Tilak towards the growth and development of Indian press
 3. Briefly explain the functions of mass media.(2x6 = 12)
- D. Briefly explain the 'Third wave of in Communication'.
- (1x3 = 3)

ANNUAL INTENSIVE TEST SERIES
JOURNALISM
UNIT-I (B)

1. Answer the following question in a paragraph or two
 - a. Explain in detail 'Aristotle's concept of communication with diagram. (1x5 = 5)

2. Answer in a word
 - a. An example for New media
 - b. The first full-fledged magazine in English
 - c. The process of filtering the media messages is called
 - d. Who founded the organization called Federation of Working Journalist ?.
 - e. The political column written by Pothan Joseph (5x1 = 5)

3. Answer any two questions in two or three paragraphs
 - a. Define the term Communication and explain briefly the different elements inevitable in communication process.
 - b. Contribution of Raja ram Mohan Roy towards the growth and development of Indian press
 - c. Briefly explain the characteristics of magazines. (2x6 = 12)

4. Briefly explain the 'Fourth wave of in Communication'. (1x3 = 3)

**ANNUAL INTENSIVE TEST SERIES
JOURNALISM
UNIT-II (A)**

1. Answer in a word

- a. Name the two news papers published by Dr. Herman Gundert
- b. The first Editor of the news paper Nasrani Deepika
- c. The year in which the Prasar Bharati established
- d. Name the two Parliament channels
- e. The defamation against the State is known as
- f. The Chairman of the first Press Commission

(6x1 = 6)

2. Answer in a paragraph or two

- a. What are the functions of RNI
- b. Explain the role and functions of CBFC
- c. State the difference between slander and libel.

(3x3 = 9)

3. Answer any two questions not exceeding 80 words

- a. Write a short note on Newspaper Ombudsman
- b. Write briefly on the functions of the Press Council of India
- c. Explain the importance of Swadhashabhimani Ramakrishna Pillai towards the growth of Malayalam Journalism

(2x5 = 10)

ANNUAL INTENSIVE TEST SERIES
JOURNALISM
UNIT-II (B)

1. Distinguish the following terms

- a. Cyber Pornography
- b. Cyber Terrorism

(1x3 = 3)

2. Answer any two questions not exceeding 80 words

- a. Explain the contributions of Christian missionaries towards the growth of Malayalam Journalism
- b. Elucidate in your own view the functions of PIB
- c. What are the codes and ethics that a journalist should uphold while discharging the duties? (2x5 = 10)

3. Expand the following terms

- 1) RNI, 2) FTII, 3) CFSI, 4) NDFC, 5) BCCC

(5x1 = 5)

4. Answer in a word

- a. The founder Editor of Malayala Manorama
- b. The printer and publisher of the weekly Sahodharan
- c. Who is the present film and Cultural Minister of Kerala

(1x3 = 3)

5. Answer the question in not exceeding 40 words

1. Write briefly on the Right to Information Act, 2005

1. Answer the following questions

- a. Who is a stringer?
- b. Define News
- c. Byline
- d. Scoop Reporting
- e. Press release

(5x1 = 5)

2. Distinguish the following terms

- a. Cheque book Journalism and Paid Journalism
- b. Meet the Press and Press Conference

(2x3 = 6)

3. Answer any two questions in about 80 words

- a. Write any three types of reporting
- b. What are the principles of news editing
- c. What are the different types of news sources

(2x5 = 10)

4. Expand the following terms

- a. PTI
- b. UNI
- c. DTP

(1x3 = 3)

5. Define the term Copy tasting

(1x1 = 1)

**ANNUAL INTENSIVE TEST SERIES
JOURNALISM
UNIT-III (B)**

1. Answer the following questions in a sentence or two

- a. Middle
- b. Photo cropping
- c. Bi – media
- d. Beat
- e. Associate Editor

(5x1 = 5)

2. Answer the following questions in a word

- a. Mechanical department of a news paper is also known as
.....
- b. Who is often described as the unsung hero or unknown soldier
in a news paper
- c. The process of accepting or rejecting the bulk of news stories
arriving at the newsroom of a newspaper office is called the
.....

(3x1 = 3)

3. Answer the following questions in 80 words on any of the two questions

- a. Explain the importance of Inverted pyramid style in news writing
- b. It is said that the editorial is the mouth piece of a news paper.
What is the importance of editorial in a news paper? Explain
briefly.
- c. What are the qualities of a journalist? Explain briefly.

(2x6 = 12)

4. Expand the following terms

- a. UPI
- b. AFP
- c. PTI
- d. UNI
- e. CNN

(5X1 = 5)