



WEST BENGAL STATE UNIVERSITY  
B.A. Honours 5th Semester Examination, 2022-23

**JORADSE02T-JOURNALISM AND MASS COMMUNICATION (DSE1/2)**

**PRINT JOURNALISM AND PRODUCTION**

Time Allotted: 2 Hours

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** questions from the following: 2×5 = 10
  - (a) Name two business newspapers of India.
  - (b) What is Quark Xpress?
  - (c) What is joint ownership?
  - (d) What is Parliamentary Reporting?
  - (e) What is DTP?
  - (f) What is Caption Writing?
  - (g) Write two importance of Cartoon.
  - (h) Name two Newspaper design software.
  
2. Answer any **two** from the following: 5×2 = 10
  - (a) Cartoons in newspaper
  - (b) Picture editing
  - (c) Sting operation
  - (d) Headline.
  
3. Answer any **three** questions from the following: 10×3 = 30
  - (a) What is investigative journalism? What is the importance of investigative journalism in a democracy like India? Discuss. 5+5
  - (b) How is magazine writing different from writing for newspapers? Discuss with suitable examples.
  - (c) What do you understand by headline writing? Describe the different types of the headlines. 3+7
  - (d) Discuss briefly about Business and Financial reporting.
  - (e) Why newspaper page make-up is giving so much importance on application of technology?

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