



QP CODE: 24027573



Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2024**

Third Semester

B.A Mass Communication and Journalism Model I

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

2017 Admission Onwards

C2579C94

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define morgue.
2. Identify the personality 'Khuswant Singh'.
3. Explain the term 'cuttings'.
4. Explain the process 'Import' in page layout softwares.
5. Define 'skyline'.
6. Define strap line.
7. Define the term 'soft news'.
8. Explain the purpose of 'letter to the editor'.
9. Define dummy sheet.
10. Define Indent.
11. Define agate line.
12. Identify the personality 'Abu Abhraham'.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Discuss the various symbols used in editing process.
14. Discuss on the ethics of investigative journalism practised in India.
15. Describe the features of Adobe Illustrator.
16. Describe the use of lasso tool in Adobe Photoshop.
17. Review the editorial writing style of a notable Indian newspaper.
18. Review the structure of editorial writing.
19. Distinguish between leading and kerning.
20. Explain the procees of dummying.
21. Explain the use of infographics in the sports page of a newspaper.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Describe the responsibilites of a news editor.
23. Describe the functions of reader's editor with examples.
24. List the scope and uses of Adobe Photoshop.
25. Describe the principles of design.

(2×15=30)

