



QP CODE: 26019239



26019239

Reg No :

Name :

MA DEGREE (CSS) EXAMINATION, MARCH 2026

Fourth Semester

Master of Arts in Journalism and Mass Communication

ELECTIVE - JM800403 - MAGAZINE JOURNALISM

2019 Admission Onwards

E2AB9223

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. Write a note on the evolution of the word magazine.
2. Write down the emerging trends in the design and user experience of online magazine.
3. Write down the role of illustrations in enhancing the visual appeal of a magazine.
4. List out the interactive features of e-magazine.
5. Discuss the meaning of circulation of Magazine.
6. Describe Magazine video
7. Describe about Outlook magazine.
8. Describe the transition of magazine on the basis of internet.
9. Write a short note on advertisement revenue.
10. Write a note on adobe inDesign

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Explain various types of feature stories seen in a magazine.
12. Explain the principles of magazine editing.
13. What are the various elements of magazine design?





14. Explain the steps to write special issues in magazine.
15. Describe, how free subscriptions can be used for the promotion of a Magazine.
16. Discuss about the importance of Health Magazine in contemporary time.
17. Write the role and responsibilities of Magazine editor.
18. Write a short note on electronic magazine.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Write about the trends of tabloid publications.
20. Write the principles of magazine editing.
21. Compare two competitive magazine of your choice. Explain its competitive methods with example.
22. Discuss the business strategies and contents of Dhanam magazine.

(2×5=10 weightage)

