

Dr. Babasaheb Ambedkar Open University
Term End Examination January -2026

Course	: BAJMC(Hons.)	Date	: 21/02/2026
Subject Code	: BAJMCMN-101	Time	: 11:30am to 01:45pm
Subject Name	: Print media	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 Trace the evolution of the Printing Press from Gutenberg to the modern era. **14**

OR

Discuss the history of Journalism and the evolution of Print Media in India.

Q-2 Define News. Explain the criteria of what makes news with suitable examples. **14**

OR

Differentiate between 'Hard News' and 'Soft News' in detail.

Q-3 Describe the organizational structure of a Newspaper establishment **14**

OR

Explain the functions and roles of various departments in a newspaper office.

Q-4 **Write Short Notes (Any Two)** **14**

1. News Values
2. James Augustus Hickey
3. Editorial Department
4. Press Council of India (PCI)

Q-5 **Choose the correct option and write the answer.** **14**

- 1 Who started the first English newspaper in India (Bengal Gazette)?
(A) William Bolts (B) James Augustus Hickey (C) John Campbell (D) Richard Johnson
- 2 The 'Inverted Pyramid' style is used in:
(A) Storytelling (B) Poetry (C) News Writing (D) Novel Writing
- 3 Which department is responsible for generating revenue in a newspaper?
(A) Editorial (B) Circulation (C) Advertisement (D) Printing
- 4 In which country was the art of printing first invented?
(A) Germany (B) India (C) China (D) Italy
- 5 FM in radio stands for:
(A) Fast Media (B) Frequency Modulation (C) Frequent Music (D) Frequency Media
- 6 A brief heading of a news story is called:
(A) By-line (B) Dateline (C) Headline (D) Credit line
- 7 What is the primary purpose of 'News'?
(A) Entertainment (B) Information (C) Advertisement (D) Propaganda
