

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

Course	: Certificate/Diploma course	Date	: 07/03/2026
Subject Code	: DJMC/CJMC – 03	Time	: 11:30am to 01:45pm
Subject Name	: Print-Newspaper, Magazine	Duration	: 2.15 Hours
		Max. Marks	: 70

Q-1 Define 'Journalism' and explain the organizational structure of a modern newspaper office. **14**

OR

Discuss the various departments of a newspaper and the specific role of the Editorial Department.

Q-2 Explain the process of 'News Gathering' and 'Editing'. What are the qualities of a good sub-editor? **14**

OR

What is a 'Lead' or 'Intro' in news writing? Explain the different types of Leads with examples.

Q-3 Characteristics and types of Magazines. How is magazine writing different from newspaper writing? **14**

OR

Explain the importance of 'Layout and Design' in print media. Discuss the role of typography and photographs.

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

1. Inverted Pyramid style of writing.
2. Role of the Editor-in-Chief.
3. Feature Writing in Magazines.
4. Citizen Journalism.

Q-5 **Select the correct option from the following questions. (Two marks each)** **14**

1. Which style is most commonly used for news writing?
(A) Narrative Style (B) Chronological Style
(C) Inverted Pyramid (D) Circular Style
2. The first paragraph of a news story is known as:
(A) Headline (B) Lead/Intro (C) Byline (D) Dateline
3. 'Yellow Journalism' refers to:
(A) Serious News (B) Sensationalism (C) Sports News (D) Financial News
4. Who is responsible for the overall layout and look of the newspaper?
(A) Reporter (B) Sub-Editor
(C) Layout Designer (D) Circulation Manager
5. A 'Weekly' publication is published:
(A) Every Day (B) Once a week (C) Once a month (D) Twice a year
6. The space between two columns in a newspaper layout is called:
(A) Margin (B) Gutter (C) Border (D) Padding
7. A story that is written by a reporter with their name mentioned is called:
(A) Credit line (B) Byline (C) Headline (D) Deadline
