

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

Course	: MAJMC	Date	: 27/02/2026
Subject Code	: MAJMC-07	Time	: 11:30am to 01:45pm
Subject Name	: Reporting Skills - Print, Radio, TV and Convergence	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 What is Reporting? Explain the '5Ws and 1H' formula and its significance in news writing. **14**

OR

Discuss the essential qualities, skills, and ethics required for a professional News Reporter

Q-2 Explain the concept of 'Beat Reporting'. Discuss any two beats (e.g., Crime, Sports, or Politics) in detail. **14**

OR

Compare the reporting techniques used for Radio (Audio) and Television (Visual).

Q-3 Define 'Media Convergence'. How has digital technology integrated different forms of media reporting? **14**

OR

What is 'Investigative Reporting'? Discuss the risks and responsibilities involved in exposing scandals.

Q-4 **1.** Sources of News (News Agencies, Press Releases, etc.) **14**
2. Citizen Journalism in the Digital Age
3. Interviewing Techniques for Reporters
4. MoJo (Mobile Journalism) and its advantages

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

- 1.** The first paragraph of a news story is called:
(A) Tail (B) Lead/Intro (C) Headline (D) Body
- 2.** Which medium is known as 'Theatre of the Mind'?
(A) Television (B) Radio (C) Newspaper (D) Cinema
- 3.** Assigning a reporter to a specific subject area is called:
(A) Desk work (B) Beat (C) Layout (D) Editing
- 4.** In TV reporting, 'PTC' stands for:
(A) Personal Time Check (B) Piece to Camera (C) Press Trust Council (D) None
- 5.** A story that is reported as it happens is known as:
(A) Feature (B) Live Reporting (C) Editorial (D) Soft News
- 6.** The person who provides information to a reporter is called a:
(A) Editor (B) Source (C) Anchor (D) Printer
- 7.** Writing news for a website is a part of:
(A) Folk Media (B) Digital/Online Journalism (C) Print Only (D) Radio
