

QP Code: D 122890		Total Pages: 1	Name:
			Register No.
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025			
JOURNALISM AND MASS COMMUNICATION			
JOU2MN 103 Broadcast and Digital Journalism			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
All Questions can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Feature News		
2	Investigative Journalism		
3	Hourglass		
4	Plagiarism		
5	SFX		
6	Audience feedback		
7	Radio jockey		
8	Citizen journalism		
9	Social Media Analytics		
10	Hyperlocal Journalism		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Analyze the impact of virtual reality on news consumption.		
12	Discuss the development of radio as a broadcasting medium.		
13	Explain the organizational structure of an online newsroom.		
14	List out the essential skills for writing effective television scripts.		
15	Explain how user-generated content impacts mainstream media.		
16	Explain the organizational structure of a television station newsroom.		
17	Trace out how digital media characteristics influence content production?		
18	Discuss the need and impact of Prasar Bharati.		
Section C			
Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)			
19	Explain the process of TV newsroom workflow.		
20	Explain the influence of radio journalism on modern digital media practices.		