

REPORTING, WRITING AND EDITING FOR BROADCAST MEDIA

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Data-driven journalism primarily relies on a) Rumors and tips b) Analyzing large datasets to find stories c) Fictional storytelling d) Entertainment features	K1	CO1
	2	What is the primary goal of fact-checking in journalism? a) To speed up publication b) To ensure accuracy and combat misinformation c) To increase website traffic d) To write longer articles	K2	CO1
2	3	Which of the following is a legal concern in news reporting? a) Editing b) Objectivity c) Defamation d) Inverted pyramid style	K1	CO2
	4	Reporting on suicides or accidents requires special care primarily to a) Entertain readers b) Avoid triggering or sensationalizing c) Provide gossip d) Promote bias	K2	CO2
3	5	Broadcast writing style is generally a) Dense and lengthy b) Conversational and concise c) Highly technical d) Academic in tone	K1	CO3
	6	Automated editing tools mainly help journalists to a) Write fiction b) Check grammar, spelling, and style quickly c) Replace editors completely d) Increase printing speed only	K2	CO3
4	7	P2C features in television and radio generally refer to a) Pay-to-connect audience features b) Program-to-commercial transitions c) Person-to-camera presentations d) Podcast-to-caption editing	K1	CO4
	8	A common use of social media in opinion journalism is to a) Reduce audience participation b) Distribute and discuss editorial content c) Avoid feedback d) Eliminate fact-checking	K2	CO4
5	9	AI's role in modern journalism includes a) Replacing all human reporters b) Automating data analysis, transcription, and fact-checking c) Spreading misinformation d) Designing print-only newspapers	K1	CO5
	10	A key future implication of AI in reporting is a) Decreased need for ethical standards b) Personalized news delivery and automated content generation c) Ending digital news platforms d) Eliminating video reporting	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Discuss the impact of citizen journalism on mainstream media.	K3	CO1
	(OR)			
	11.b.	Differentiate misinformation, disinformation, and fake news, giving one example of each.		
2	12.a.	What are types of leads? Give two examples.	K3	CO2
	(OR)			
	12.b.	Describe the legal issues of defamation, privacy, copyright, and trademark in news reporting.		
3	13.a.	Explain the role of copy-editing symbols and give two examples.	K3	CO3
	(OR)			
	13.b.	What is the appropriate broadcast writing style for radio/TV scripts?		
4	14.a.	How are computers and online tools used in editing and publishing today?	K3	CO4
	(OR)			
	14.b.	Explain the role of social media in shaping modern opinion writing.		
5	15.a.	Describe the steps in scripting a special programme for children or women.	K4	CO5
	(OR)			
	15.b.	Evaluate the current trends and future implications of AI in journalism.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Assess the impact of recent innovations such as citizen journalism and data-driven reporting on newsrooms.	K4	CO1
2	17	Discuss the ethical and legal considerations in reporting crime stories like suicides or accidents.	K4	CO2
3	18	Detail the duties and qualifications of editors and sub-editors in a multimedia newsroom.	K3	CO3
4	19	Discuss how social media platforms have transformed opinion writing and audience engagement.	K4	CO4
5	20	Evaluate the current trends and future implications of Artificial Intelligence (AI) in reporting.	K5	CO5

Z-Z-Z END