

**M. A. (JOURNALISM AND MASS
COMMUNICATION)**

(MAJMC)

Term-End Examination

June, 2022

MJM-026 : PRINT MEDIA

Time : 3 Hours

Maximum Marks : 100

Note : *Answer any five questions. All questions carry equal marks.*

1. What challenges do journalists face when reporting environmental issues ? Discuss the guidelines for good environmental reporting. 20
2. What is conflict-sensitive reporting ? Describe the checklist and strategies for conflict-sensitive reporting. 20
3. Explain the following key words of economic and financial reporting (Give suitable examples) : 2×10=20
 - (i) Bank Guarantee
 - (ii) Annuity

- (iii) AMFI
 - (iv) Balance Fund
 - (v) Blue Chip Shocks
 - (vi) Capital Gains/Losses
 - (vii) Consumer Price Index
 - (viii) ELSS
 - (ix) GDP
 - (x) SEBI
4. What is Mojo ? Discuss the equipment required for it. 20
 5. Explain the importance of agriculture reporting in Indian context. 20
 6. Enumerate the need and purposes of a backgrounder in a newspaper. Explain the steps involved in writing a background. 20
 7. Discuss the startups in the journalistic field and explain the business models involved in it. Give suitable examples. 20
 8. Discuss the revenue structures of any *four* major mainstream media institutions in detail. 20