



Reg. No. : .....

Name : .....

**Third Semester B.A. Degree Examination, December 2017  
(Career Related First Degree Programme under CBCSS)  
Group 2(a)**

**JOURNALISM & MASS COMMUNICATION AND VIDEO PRODUCTION  
Core Course – IV  
JC 1341 : Magazine Journalism  
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions **each** in **30** words.

**(10×1=10 Marks)**

- 1) Style Book
- 2) Freelancer
- 3) Advertorial
- 4) Readership Survey
- 5) Center Spread
- 6) Sky boxes
- 7) Travelogue
- 8) Vox pop
- 9) Reader's Digest
- 10) Imprint.

II. Write short notes, **each not exceeding 60 words on any eight** of the following :

**(8×2=16 Marks)**

- 11) CMYK & RGB
- 12) Columns
- 13) Kalakaumudi
- 14) Academic Journals
- 15) Content Page
- 16) Photo feature



- 17) Life style magazines
- 18) Cover lines
- 19) Infographics.
- 20) Serif and Sans Serif
- 21) Editorial
- 22) Sports Star.

III. Write short essays, **each not exceeding 120 words**, on **any six** of the following. **(6×4=24 Marks)**

- 23) Yellow Journalism
- 24) E-magazine
- 25) Design Principles
- 26) Qualities of a Magazine Journalist
- 27) Profile feature
- 28) Principle of Book Review
- 29) Importance of Cover Design
- 30) Picture Selection for a magazine
- 31) Inverted Pyramid Style.

IV. Write long essays on **any two** of the following : **(2×15=30 Marks)**

- 32) Bring out the difference between newspaper and magazine features.
  - 33) Explain technical and non-technical factors of Magazine production.
  - 34) Select one general interest magazine and special interest magazine of your choice and elucidate the difference between them.
  - 35) Write a profile on **any one** :
    - Pope Francis
    - M. S. Dhoni
    - Aravind Kejriwal
    - Actor Salim Kumar.
-



Reg. No. : .....

Name : .....

**Third Semester B.A. Degree Examination, December 2017  
(Career Related First Degree Programme under CBCSS)  
Group 2(a)**

**JOURNALISM & MASS COMMUNICATION AND VIDEO PRODUCTION  
Core Course – IV  
JC 1341 : Magazine Journalism  
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions **each** in **30** words.

**(10x1=10 Marks)**

- 1) Style Book
- 2) Freelancer
- 3) Advertorial
- 4) Readership Survey
- 5) Center Spread
- 6) Sky boxes
- 7) Travelogue
- 8) Vox pop
- 9) Reader's Digest
- 10) Imprint.

II. Write short notes, **each not** exceeding **60** words on **any eight** of the following :

**(8x2=16 Marks)**

- 11) CMYK & RGB
- 12) Columns
- 13) Kalakaumudi
- 14) Academic Journals
- 15) Content Page
- 16) Photo feature