



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Third Semester Career Related B.A. Degree Examination, November 2016

First Degree Programme under CBCSS

Core Course – IV: (Journalism, Mass Communication & Video Production)

AUJC341: Magazine Journalism

(for 2014 Admissions – *Improvement Only*)

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL the following, each in about one / two words or in one / two sentences.

1. Name the agricultural magazine published by *Malayala Manorama* Group.
2. *Down to Earth* is a specialized magazine focusing on _____.
3. '*Sports mazika*' is published by _____.
4. Who is the editor of '*Outlook*' magazine ?
5. What are E – zines ?
6. *Screen* film magazine is published by _____ group.
7. Which Malayalam literary magazine was edited by Sri. M.T Vasudevan Nair ?
8. *Sastrakeralam* is a Science magazine published by _____.
9. Which was the popular cartoon magazine edited by Cartoonist R. Sanker ?
10. Name the E – magazine on Indian rural life published by Press Institute of India.

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a paragraph not less than 60 words.

11. Profile.
12. Tehelka.
13. Narrative style.

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14. Cartoon columns.
15. Photo montage.
16. Captions.
17. Deadline.
18. Paparazzi.
19. Opinion columns.
20. Diary.
21. Gutter.
22. Press run.

(8 × 2 = 16 Marks)

SECTION – C

*Short essay type : Answer any **SIX** questions, each not less than 120 words.*

23. What are the basic differences between a magazine and a newspaper ?
24. How are the feature headlines different from news headlines ?
25. Make an evaluation of the content and design of Hindu's Sunday magazine.
26. Write a profile feature on Tennis star Leander Paes.
27. Suggest the contents to be given in a magazine published on World Environment day.
28. Write a human interest story from your locale to be published in a general interest magazine.
29. What are the basic ingredients of a book review ?
30. Comment on the role of magazine cartoons.
31. How is a feature different from a hard news item ?

(6 × 4 = 24 Marks)

SECTION – D

*Long essay type : Answer any **TWO** questions, each not less than 300 words.*

32. Explain the criteria for the selection of cover story in a magazine, with examples from the latest issues of the mainstream magazines.
33. Explain the principles of cover design and importance of cover lines, with examples from the mainstream magazines.

34. Frame 15 questions to be asked in an interview for a special magazine feature on Hindi film star Amir Khan.
35. Assume that you are an editor of a national travel magazine in India. Plan the magazine that needs to hit stands day after tomorrow. Explain the logic of selecting each elements.

(2 × 15 = 30 Marks)

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