



Seat No.

Rayat Shikshan Sanstha's

Chhatrapati Shivaji College, Satara (Autonomous)

B. Voc. (SEM/CR) CBCS Part II Semester-III Examination: October/November-2022

B. Voc (Media and Entertainment) (Compulsory) Paper-XIII

ME 301: Journalism and Media Ethics

Day and Date: Thursday, 08/12/2022

Total Marks: 50

Time: 10.30 AM To 12.30 PM

Instructions:

1. All Questions are Compulsory.
2. All Questions carry equal marks.
3. Figures to the right indicate full marks

Q.1. Choose the Correct alternatives from the following.

15

- 1 Which of the following is/are called as Fourth Estate??
1) Print Media 2) Visual Media 3) Electronic Media 4) All Above
- 2 The word journalism is derived from _____
1) French 2) German 3) Greek 4) Latin
- 3 _____ is the latest time at which a story can be accepted
1) Dateline 2) Deadline 3) Press Time 4) Print Time
- 4 An advertisement written in the style of a news item or feature.
1) Ad News 2) Paid News 3) News Ad 4) Advertorial
- 5 _____ is the essence of journalism.
1) Objectivity 2) Reliability 3) Accountability 4) Accuracy
- 6 Page three culture includes
1) Covering high profile parties for yellow journalism 2) Celebrity interviews 3) Fashion and filmy chats 4) All of these
- 7 Journalist should adapt _____
1) Different body of information to different media 2) Different method of editing 3) Different sources 4) Different production practices
- 8 Following are not the news elements
1) Factuality 2) Impartiality 3) Accountability 4) Biasness
- 9 Plagiarism is a _____
1) Inspiration 2) Copy 3) Credit 4) Cheat
- 10 "The purpose behind 'Yellow Journalism' is? "
1) Profit 2) Business 3) Responsibility 4) Ethical

- 11 Paid News mostly influences
1) Secularism 2) Democracy 3) Elections 4) Government
- 12 Yellow Journalism originated in
1) U.S.A. 2) U.K. 3) India 4) China
- 13 The Media that has widest reach in India
1) Newspapers 2) Television 3) Radio 4) Internet
- 14 Freedom of Press is covered under
1) Right to privacy 2) Right to Equality 3) Right to Education 4) Right to Freedom of Speech and Expression
- 15 Information revealed as 'off the record' is the responsibility of the
1) Reporter 2) Source 3) News room 4) Audience

Q.2. Write short Notes (Two out of Three) . 10

- 1 Article 15
- 2 Emergency
- 3 Press conference

Q.3. Write short Answers (Two out of Three) . 10

- 1 Why Press is Considered as fourth pillar of democracy?
- 2 Explain in details the role of Journalism in maintaining democracy
- 3 Explain in details the role of Journalism in maintaining democracy

Q.4.. Answer the following question on broad. (One out of two). 15

- 1 Critically comment on any two Marathi/Hindi news channels with respect to diversity and objectivity of news content and its style of presentation
- 2 Discuss in detail the role of press council as a normative body in India

Model Answer Paper
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1 Which of the following is/are called as Fourth Estate'?

- 1) Print Media 2) Visual Media 3) Electronic Media 4) All Above

Option 4

2 The word journalism is derived from _____

- 1) French 2) German 3) Greek 4) Latin

Option 4

3 _____ is the latest time at which a story can be accepted

- 1) Dateline 2) Deadline 3) Press Time 4) Print Time

Option 2

4 An advertisement written in the style of a news item or feature.

- 1) Ad News 2) Paid News 3) News Ad 4) Advertorial

Option 4

5 _____ is the essence of journalism.

- 1) Objectivity 2) Reliability 3) Accountability 4) Accuracy

Option 2

- 6 Page three culture includes
 1) Covering high profile parties for yellow journalism and filmy chats 2) Celebrity interviews 3) Fashion 4) All of these
- Option 4
- 7 Journalist should adapt _____
 1) Different body of information to different media 2) Different method of editing sources 3) Different 4) Different production practices
- Option 1
- 8 Following are not the news elements
 1) Factuality 2) Impartiality 3) Accountability 4) Biasness
- Option 4
- 9 Plagiarism is a _____
 1) Inspiration 2) Copy 3) Credit 4) Cheat
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- 10 "The purpose behind 'Yellow Journalism' is? "
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Q.2. Write short Notes (Two out of Three) .

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1 Article 15

Ans:

2 Emergency

Ans:

3 Press conference

Ans:

4 Press conference

Ans:

Q.3. Write short Answers (Two out of Three) .

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1 Why Press is Considered as fourth pillar of democracy?

Ans:

2 Explain in details the role of Journalism in maintaining democracy

Ans:

3 Explain in details the role of Journalism in maintaining democracy

Ans:

4 Explain in details the role of Journalism in maintaining democracy

Ans:

Q.4. Answer the following question on broad. (One out of two).

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1 Critically comment on any two Marathi/Hindi news channels with respect to diversity and objectivity of news content and its style of presentation

Ans:

2 Discuss in detail the role of press council as a normative body in India

Ans:
