

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL/MAY 2005

(Restructured Course)

Branch – Mass Communication and Video Production

Core – Journalism

NEWSPAPER PRODUCTION AND MANAGEMENT (CORE)

Time : Three Hours

Maximum : 50 Marks

Answer question one and five other questions.

1. Write short notes on any *five* of the following. Each answer should not exceed 50 words.
 - (a) Point system.
 - (b) ABC.
 - (c) Peter Drucker.
 - (d) Sponsorship.
 - (e) Dummy.
 - (f) Etching.
 - (g) Stylebook.
 - (h) Wrong font.
 - (i) Unity of command.
2. Readability of a newspaper depends to an extent on its typography. Discuss with reference to the kinds of typefaces and their classification.
3. Describe the process of offset printing.
4. Critically evaluate the relevance of Fayol's management principles in today's Corporate World.
5. As an editor of a newspaper, what contents, design and layout would you propose to ensure good circulation.
6. The concepts of communication revolution and globalisation are related to changes in management. Assess the effect of these changes in the management of a newspaper organisation.
7. What is photo composing ? How is it different from hand composing ?
8. What is break-even point ? How can it be used to determine the cost-revenue equation of a newspaper ?
9. Describe some of the sales promotion techniques employed to increase the circulation of a newspaper.