

Roll No. ....

Total Pages : 2

**351503**

**December 2022**

**BA (JMC) - V SEMESTER**

**WEB NEWS PRODUCTION (BJMC-505)**

Time : 3 Hours]

[Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART-A**

1. (a) What is Web Journalism? (1.5)
- (b) Name the place from where Web Journalism originated. (1.5)
- (c) Name the First Online Newspaper. (1.5)
- (d) What is Web casting? (1.5)
- (e) What is Typography? (1.5)
- (f) Name the Software used for Page Layout. (1.5)
- (g) Name any *three* Online Advertisements. (1.5)
- (h) Name any *four* tools for Online Newsgathering. (1.5)

- (i) Name the Editor-in-Chief of online portal 'The Wire'. (1.5)
- (j) Name the Union Minister of The Ministry of Information Technology. (1.5)

### **PART-B**

2. (a) What is Online Journalism? Differentiate the Web Journalism from Traditional Journalism with four suitable examples. (10)
- (b) Elaborate Web Broadcasting two suitable examples. (5)
3. (a) Define Nature and Category of Audiences of Web Journalism. (5)
- (b) Elaborate each and every step of SEO. (10)
4. What is Online Reporting? Define all types of Online Advertisements with suitable examples. (15)
5. (a) Define Characteristics of Web Journalism. (5)
- (b) Elaborate the Social, Political, Legal and Ethical issues in IT. (10)
6. (a) What are the stages of Designing? (10)
- (b) Define Graphic Design with suitable example. (5)
7. Plan and Develop a Brand Identity Design for a FMCG product. (15)