

SEAT No. \_\_\_\_\_

[43]

Total pages: 04

SARDAR PATEL UNIVERSITY

SY – BA (ADVANCED) JOURNALISM AND MASS COMMUNICATION

SEMESTER-IV

PAPER CODE : UA04EEJM02

DATE : 19/04/2018

PAPER TITLE : NICHE AND MAGAZINE JOURNALISM

DAY : THURSDAY

TIME : 02.00 P.M. TO 04:00 P.M.

MARKS : 60

Q1: Given below are 15 multiple choice questions. Each carries one mark. All are compulsory

1) Which of the following is not a magazine of The Times Group?			
a] Filmfare	b] Verve	c] The Illustrated Weekly of India	d] Femina
2) Given below are two statements in context of magazines. Assertion (A) and Reason (R). Study and answer			
Assertion (A): One single copy of a magazine issue passes through hands of more than one reader			
Reason (R): The actual readership of magazines will always be more than the number of copies sold			
a] Both A and R are true and R is the correct explanation of A	b] Both A and R are true but R is not the correct explanation of A	c] A is true but R is false	d] A is false but R is true
3) Which of the following does not hold true in context of magazines?			
a] Magazine stories mostly comprise of features—can also be news	b] Magazine = Journal	c] Magazine is called 5 <sup>th</sup> estate as it is majorly confined to a specific section of society	d] Salaam India is a Hindi magazine
4) In some extreme cases, magazine stories can go without a lead			
a] True		b] False	
5) Given below are two statements. Study and answer			
(i) New media includes TV programs, feature films, books, magazines, or paper based publications without the need to enable digital interactivity			
(ii) There are platforms online combining internet accessible digital text, images and video with web links, creative participation of contributors and so on			
a] Only (i) is true	b] Only (ii) is true	c] Both (i) and (ii) are true	d] Both (i) and (ii) are false
6) Find the odd one out- Salaam India, Champak, Sandarbh, Lonely Planet			
a] Salaam India	b] Champak	c] Sandarbh	d] Lonely Planet
7) Which of the following is not a magazine of Tourism and Travel?			
a] HATT News	B] Lonely Planet	c] Voyager's World	d] Boulevard India
8) Vinod Mehta, a renowned journalist who passed away in 2015 was the editor-in-chief of?			
a] Outlook	a] The Week	a] India Today	a] Sportstar
9) Given below are two statements in context of magazines. Assertion (A) and Reason (R). Study and answer			
Assertion (A): The content of general interest magazines cannot be fun to read as it has to cater to one and all, with different kinds of likes and interests			
Reason (R): General interest magazines provide information on various topics along with lots of pictures			

(P. T. O.)

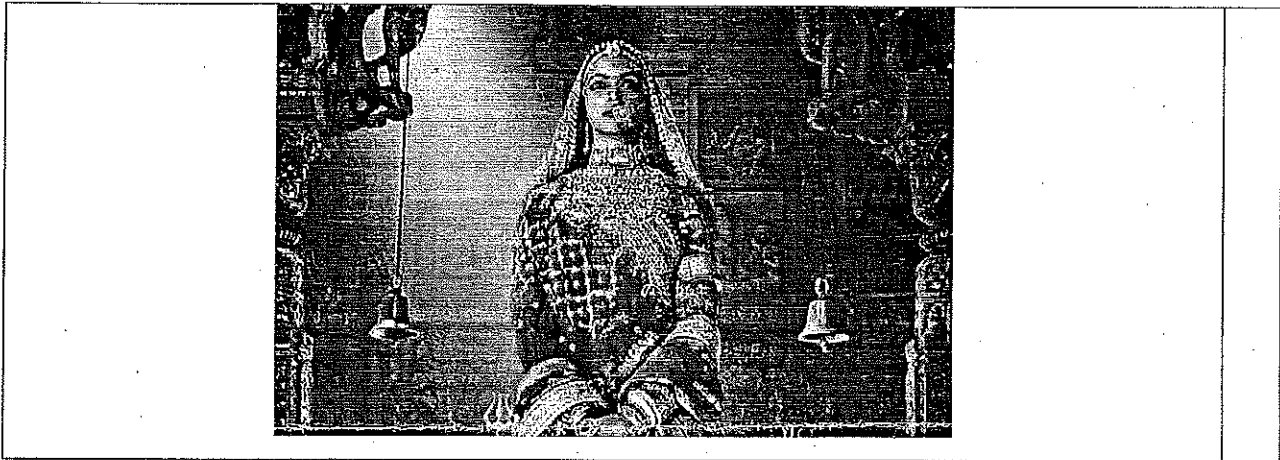
a] Both A and R are true and R is the correct explanation of A	b] Both A and R are true but R is not the correct explanation of A	c] A is true but R is false	d] A is false but R is true
<b>10) Which of the following triplets is a misfit?</b>			
a] Frontline, Vibe India, Savvy	b] Woman's Era, Beauty, Cosmopolitan	c] Arun Poorie, Philip Mathew, Tanya Chaitanya	d] Nandan, Salaam India, Swarajya
<b>11) Which of the following is true?</b>			
i) Elle is a woman magazine			
ii) Krishna Prasad is the editor-in-chief of The Week			
a] Only i) is true	b] Only ii) is true	c] Both are true	d] Both are false
<b>12) Which of the following holds true for writing a magazine story?</b>			
a] Research using sources and facts	b] Lead, body, conclusion	c] Only one of a] and b]	d] Both a] and b]
<b>13) Ideally, which of the following is not a difference between newspaper and magazine?</b>			
a] Deadline	b] Lead, Body, Conclusion	c] Circulation	d] Masthead/Headline
<b>14) Entertainment, viewpoint promotion and product sale are the main ideas behind which of the following type of magazines?</b>			
a] Human Interest	b] Scholarly	c] Sensational	d] General Interest
<b>15) Rail Bandhu, a magazine distributed By Indian Railways comes under which type of circulation?</b>			
a] Retail	b] Subscription	c] Selective	d] None of these

Q2 (I): Married couples while deciding for a location for honeymoon within India tend to choose the conventional spots such as Manali, Goa, Kerala, etc. You've been assigned a task by the editor of your magazine to come with other options for honeymoon. Remember you work for a travel magazine. Write a story along with the headline, sub-head (if needed), and a description of pictures to compliment your piece. Also design a layout for a two-page story	15
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OR

Q2 (II): You work for a prominent travel magazine. The editor has assigned you a story on the broader theme of 'How You Can Save Money On Your Trips' (Foreign or Indian). Write a <u>travel feature/travelogue</u> along with the headline, sub-head (if needed), and a description of pictures to compliment your piece	15
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Q3 (I): Write a magazine <u>cover story</u> on the following guidelines. Also describe what other pictures can be used for the story. Design the cover page layout for the given issue/theme	15
<b>Headline: LONG LIVE THE QUEEN</b>	
<b>Sub-head: How worshipping myths and resorting to vandalism fell flat</b>	



OR

Q3 (II): Write an exclusive special story on the following guidelines. Also describe what other pictures can be used for the story. Design a layout for the story for at least two inner pages of the magazines

15

**Headline:** *MUSK, BEHIND THE MASK*

**Sub-head:** *The billionaire owner of Tesla has just launched a car into space- but all he really wants is to find a girlfriend. Understanding his lonely childhood and complicated relationships*



Q4 (I): Given below are few cover pictures of magazine stories. Also given is the headline along with them. Give the picture a caption and a lead paragraph of the story in 70-100 words for any three

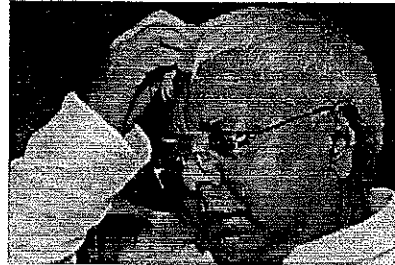
15

C.P.T.O.)



1.

Actress in the making? What about MBBS?



2.

Dead End



3.

Daddy Cool



4.

Catching Up With God

OR

Q4 (II): Write an exclusive magazine feature on the following guidelines

15

**Headline:** A VILLAGE THAT'S ALWAYS PLOTTING ITS NEXT MOVE

**Sub-head:** *One man's passion for the 64-squares game became a village craze that rooked the booze*



—X—