



Reg. No.: .....

Name: .....

**University of Kerala**

W7027

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Core Course

**JOURNALISM**

**UK3DSCJMC203 - Newsreading and Anchoring**

Academic Level: 200-299

2024 Admission

**Time: 2 Hours(120 Mins)**

**Max. Marks: 56**

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions**

Qn No.	Question	CL	CO
1	Discuss the term ‘anchoring’	RE	2
2	Discuss the term ‘feedback’	RE	2
3	List out the types of interviews	UN	1
4	State the role of language fluency	UN	1
5	Explain the term Voice Grooming	UN	2
6	Noddy shot	UN	2

**Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions**

Qn No.	Question	CL	CO
7	Name two important skills needed for presenting a corporate video.	UN	3
8	List strategies to engage younger audiences during a news segment.	UN	1
9	Apply various interview techniques used by news readers and television anchors to conduct effective interviews	AP	3
10	List two vocal warm-up exercises.	AP	2

Qn No.	Question	CL	CO
11	Outline why timing is crucial during co-anchor interaction.	AP	3

**Part C.16 Marks:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options \* within each question**

Qn No.	Question	CL	CO
12	<p>A) Apply the important elements of <b>news presentation</b> to design a short television bulletin that maintains audience attention</p> <p>OR</p> <p>B) Discuss the importance of makeup and dressing style for an anchor.</p>	AP	2, 3
13	<p>A) Illustrate the strategies for understanding audience psychology for a talk show?</p> <p>OR</p> <p>B) Examine the importance of chitchat mastery for an anchor.</p>	AP	4, 3
14	<p>A) Critically analyze how the rise of social media engagement (live polls, viewer comments) has transformed the traditional role and authority of a news anchor.</p> <p>OR</p> <p>B) Analyse the difference between anchoring in TV and digital platforms.</p>	AN	3, 4
15	<p>A) Evaluate body language and dress code in formal and informal news.</p> <p>OR</p> <p>B) Analyse the key opportunities and challenges for an anchor hosting a program in Indoor versus Outdoor?</p>	AN	3, 1

**Part D.24 Marks:Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options \* within each question**

Qn No.	Question	CL	CO
16	<p>A) Analyse the various methods used by a news anchor/presenter to conduct an effective interview</p> <p>OR</p> <p>B) . Analyse common mistakes made while reading from a teleprompter and suggest ways to avoid them.</p>	AN	3, 3
17	<p>A) Explain why voice modulation, eye contact, and body language are important in news presentation. How do these elements help in maintaining audience attention?</p> <p>OR</p> <p>B) Determine why <b>studio etiquette</b> is important for a news presenter</p>	EV	3, 4
18	<p>A) Evaluate how timing and pacing affect audience comprehension.</p> <p>OR</p> <p>B) Critically evaluate the role of social media in identifying audience preferences and expectations.</p>	EV	2, 4
19	<p>A) Create a simple four-step exercise routine designed to specifically train diaphragmatic breathing for sustained vocal delivery.</p> <p>OR</p> <p>B) What is a rundown? Why are rundowns important? Prepare a 1.5hrs rundown sheet for a literary award ceremony.</p>	CR	4, 1