

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI
II SEMESTER 2022-2023
GS F244: REPORTING & WRITING FOR MEDIA
MID SEM TEST (CLOSED BOOK)

MM 25

18.03.2023

90 MINUTES

ID _____ NAME _____

PART A

Q1. State whether the following statements are true or false. **5**

- I. A headline in large letters running across the entire width of the first page is called banner.
- II. Op-ed in newspaper stands for opinion article on the editorial page.
- III. Kochi has been ranked 94th among cities with the worst air quality in India.
- IV. A sub-headline that supplements information in the main headline is called deck.
- V. Sania mirza and Farhan Akhtar have been named as brand ambassadors of Women World Boxing Championship.
- VI. It is a fact that Delhi is the most densely populated city in India, CM asserts.
- VII. Oscar winning best picture of 2023 is 'Everything Everywhere All at Once'.
- VIII. Nut-shell paragraphs are used particularly in hard news stories.
- IX. Short news or information items used to fill small spaces in the news columns are called Inserts.
- X. A line giving the source of a picture or art is called cutline.

PART B

Q 2. From the given headlines choose one and develop a news story with the help of inverted pyramid model. 8

- a. Asia's first woman loco pilot Surekha Yadav operates new semi high speed Vande-Bharat train
- b. Google Unveiled Bard as competition to Open AI's chatbot ChatGPT

Q 3. Write short notes on the following topics. 6

- a. Summary lead and Delayed identification lead
- b. Vox pop and Scoop

Q4. Read the following news story and identify its news structure. Define the identified news structure with its salient feature. 6

Debacle of Silicon Valley Bank and Its Impact Indian Start-ups

Silicon Valley Bank, a lender to some of the biggest names in the tech world, became the largest bank to fail since the 2008 financial crisis. Its shutdown sparked panic among Indian start-up founders, who had more than \$250,000 parked in the bank.

The collapse of the Silicon Valley Bank was nearly a **black swan event**, sending shock waves some 8,000 miles away. The crisis set alarm bells ringing at a number of India's start-ups with accounts at the bank that had millions of dollars stuck in them. And if not for a manoeuvre of the US government at the last minute, these businesses had almost embraced an unenviable fate: mass layoffs, and in some cases, extinction.

In just 48 hours last week, as the Silicon Valley Bank (SVB) collapsed, hundreds of **Indian start-ups** nearly came undone. It offered an easy way for start-ups in India, especially in the SaaS (software as a service) sector, who have a number of US clients, to park their cash, as firms could set up their bank accounts without needing a United States Social Security Number or Income Tax Identification Number. Besides, as a founder explained, SVB had a very strong network of lawyers and accountants in the US who, for a fee, actively recommended the bank to high-growth start-ups.

Basically, it dealt with businesses that traditional banks typically stay away from given the perceived risk of failure and lent to start-ups when other sources of funding were hard to come by. "I'd say until a few years ago, it was only SVB; only today have start-ups started to get other funding options," a founder has earlier told *The Indian Express*.

Given its perceived goodwill of having been there for these businesses when traditional banks were not, SVB received a large volume of deposits during the 2020-2021 tech boom and invested the proceeds into long-term Treasury bonds while interest rates were low. Like many others, Silicon Valley Bank too kept a small portion of the deposits on hand and invested the rest, in the hope of returns.

That strategy was working until the US [Federal Reserve](#) started raising interest rates last year to tame [inflation](#). Around this time, startup funding started to dry up, squeezing many of the bank's clients — who then began to withdraw their money. To met those requests, Silicon

Valley Bank was forced to sell off some of its investments at a time when their value was low. In the process, it lost nearly \$2 billion. That triggered mass withdrawal requests to the tune of \$42 billion in one day from the bank as depositors moved to redeem their parked funds. But not everyone was successful.