

End Semester Examination, Dec. 2014

MA (Applied Psychology) – First Semester

APPLIED COGNITIVE SCIENCE-I (AP-101)

Time: 3 hrs

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **PART-B** is compulsory. Attempt any **FOUR** questions from **PART-A**.

PART-A

- Q.1 According to you, in your own words, what is cognitive psychology? **10**
- Q.2 What are the relevant issues in cognitive psychology, keeping in mind the today's Indian context? **10**
- Q.3 You need to make a poster to invite college students to a blood donation camp, to donate their blood. How will you use your knowledge of cognitive psychology to get the maximum response? **10**
- Q.4 A person loses sight in one eye. What are the cues he will now use related to depth perception? Explain with examples. **10**
- Q.5 Pick a television advertisement of your choice, explain the use of cognitive psychology in the making of the advertisement. **10**

PART-B

- Q.6 Discuss the case of Phineas Gage. How has it helped us to understand Cognitive Science? **10**

End Semester Examination, Dec. 2014

BJMC - Fifth Semester TV JOURNALISM (BJ-504)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: Attempt **FIVE** questions from **PART-A** and **any two** questions from **PART-B**.
Q. No. 1 is compulsory.

Q.1 Answer **any ten** of the following:

- What do you mean by file footage?
- What do you mean by 'dry run' in Television?
- The abbreviation VDT stands for_____.
- What is 'crawl' in Television?
- Name the Editor-in-Chief of ABP news channel.
- Who is a floor manager?
- Write down the full form of MCR and PCR.
- 'Citizen Journalism is also known as investigative journalism'. **True/False**
- Define telecasting.
- ENG and ECC stands for _____.
- 'A picture is said to be equal with one hundred words'. **True/False**
- 'Inverted pyramid style of writing should be adopted in TV'. **Yes/No**
- Write any two basic rules of television writing.
- Who was Dada Saheb Phalke?
- Write down the full form of BCCCI. **1x10**

PART-A

- Discuss in detail the various departments of a TV news channel. **5**
- Briefly write down the responsibilities of a panel producer. **5**
- Define citizen Journalism and write down the responsibilities of a citizen Journalist. **5**
- Write a short note on the elements of television news writing. **5**
- How a television reporter is different from a print media reporter? Discuss **5**
- 'Coordination with the field reporters is essential for a producer'. Explain. **5**
- Explain in detail the television programme production. **5**
- What are the qualities of a TV Journalist? Discuss. **5**

PART-B

- Define news and discuss in detail the news room hierarchy in India. **17½**
- Define TV script and prepare a TV news script. **17½**
- Write a descriptive note on 'Investigative Journalism' and discuss how it is different from other types of journalism? **17½**

End Semester Examination, Dec. 2014

MA (Applied Psychology) – First Semester

SOCIAL PSYCHOLOGY (AP-102)

Time: 3 hrs

Max Marks: 50

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**.

PART-A

Q.1 Attempt **any ten** multiple choice questions:

- a) Studies of conformity indicate that people are more apt to be influenced by others if they.
 - i) Are concerned about the approval of others.
 - ii) Have low needs for certainty and structure.
 - iii) Are in temporary rather than established groups.
 - iv) Are in very large groups.
- b) An ongoing pattern of life including such things as language, customs and sex roles is called.
 - i) Conformity
 - ii) Norms
 - iii) Group cohesion
 - iv) Culture
- c) A reference group is:
 - i) One with which a person has face-to-face contact.
 - ii) Any group in which one plays an active role or has membership.
 - iii) Any group outside one's social distance boundaries.
 - iv) Any group whose values and attitude are seen as relevant to one's own.
- d) Which is a method to reduce prejudice?
 - i) Mixed-status contact
 - ii) Mutual exclusivity
 - iii) Groupthink
 - iv) Mutual interdependence
- e) Milgram's shock study showed people to be surprisingly.
 - i) Rebellious
 - ii) Intelligent
 - iii) Sexist
 - iv) Obedient
- f) Stanley Milgram's experiment in which a "teacher" gave shocks to a "learner" was designed to test the limits of:
 - i) Expert power
 - ii) Coercive power
 - iii) Obedience
 - iv) Conformity to a majority
- g) The study of the adaptive origins of human behavior patterns is called.
 - i) Matin's preferences
 - ii) Evolutionary attachment
 - iii) Interpersonal attraction
 - iv) Evolutionary psychology
- h) Zimbardo's prison experiment suggests that many destructive human relationship have their source in:
 - i) Role diffusion
 - ii) Role conflict
 - iii) Learned roles
 - iv) Group cohesiveness
- i) Comparing yourself with a person who ranks lower than you is referred to as:
 - i) Social comparison
 - ii) Downward comparison
 - iii) Upward comparison
 - iv) Physical proximity
- j) An individual's misuse of valuable natural resources could be an example of:
 - i) Group sanctions
 - ii) A social trap
 - iii) Compliance
 - iv) Groupthink
- k) The demonstration by Jane Elliot with blue-eyed and brown-eyed children suggests that an effective way to generate conditions of prejudice is to:
 - i) Require persons to compete for scarce resources
 - ii) Physically isolate two groups from each other.
 - iii) Produce inequalities in power, prestige or privileges of group members.
 - iv) Demand that members of two groups cooperate to achieve a common goal.

- l) As part of an experiment two young women stroll down a busy sidewalk with their arms around each other. They get a variety of reactions from passersby, including disapproving looks and comments. These reactions demonstrate the existence of:
- i) Norms
 - ii) Ascribed roles
 - iii) Group structures
 - iv) Achieved roles
- m) In his classic studies of conformity, Asch demonstrated that:
- i) Size of the majority does not influence how many people will confirm.
 - ii) A majority of one produces about as much conformity as a majority of eight.
 - iii) Lack of unanimity greatly reduces the pressure to conform.
 - iv) Obedience to authority was determined by the authority's perceived referent power. **2x10**

Attempt **any two** questions:

- Q.2 Mr. Aman is a school teacher for grade X. He overhears another teacher Raman, teaching grade X students describe one of the students of the class as lazy, and unmotivated. Though Mr. Aman had not previously noted this tendency in the student, he began to see exactly what Raman had noted. Describe this phenomenon and its effects in social behavior. **10**
- Q.3 You are walking into a store when a man rudely cuts in front of you, almost shoving you, so that he may enter the store first. "What a jerk!" you think to yourself. As you enter the store, you see the same man performing an emergency tracheotomy on a woman with a collapsed windpipe. What behavior have you displayed? How does one counter such behavior? **10**
- Q.4 No psychology works in a mob! What is your opinion based on the experiments on mob behavior? Explain your views with examples. **10**

PART-B

- Q.5 Karen smokes two packs of cigarettes a day. Based on cognitive dissonance theory how would you help Karen give up smoking? **10**

End Semester Examination, Dec. 2014

MA (Applied Psychology) – First Semester RESEARCH METHODOLOGY-I (AP-103)

Time: 3 hrs

Max Marks: **50**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**.

PART-A

- Q.1 What is experimental design? Describe the major types of experimental designs. **10**
- Q.2 What is data? Describe the two types of data. **10**
- Q.3 What is descriptive and inferential statistics? What is the importance of descriptive and inferential statistics? **10**
- Q.4 Explain the different scales of measurement of data. **10**
- Q.5 Saroj predicts that students will learn most effectively with a constant background sound, as opposed to an unpredictable sound or no sound at all. She randomly divides twenty-four students into three groups of eight. All students study a passage of text for 30 minutes. Those in group 1 study with background sound at a constant volume in the background. Those in group 2 study with noise that changes volume periodically. Those in group 3 study with no sound at all. After studying, all students take a 10 point multiple choice test over the material. Their scores follow:
Compute the F value from the following data:

Group	Test Scores							
Constant Sound	7	4	6	8	6	6	2	9
Random Sound	5	5	3	4	4	7	2	2
No Sound	2	4	7	1	2	1	5	5

(For d.f. 2, 21: F at 0.05 = 3.47 and F at 0.01 = 5.78)

10

- Q.6 Compute Standard Deviation of the following data:

Number Frequency

3.5 - 4.5 9

4.5 - 5.5 14

5.5 - 6.5 22

6.5 - 7.5 11

7.5 - 8.5 17

10

PART-B

- Q.7 A research study was conducted to examine the differences between older and younger adults on perceived life satisfaction. A pilot study was conducted to examine this hypothesis. Ten older adults (over the age of 70) and ten younger adults (between 20 and 30) were given a life satisfaction test (known to have high reliability and validity). Scores on the measure range from 0 to 60 with high scores indicative of high life satisfaction; low scores indicative of low life satisfaction. The data are presented below. Compute the appropriate t-test.

Older Adults Younger Adults

45	34
38	22
52	15
48	27
25	37
39	41
51	24
46	19
55	26
<u>46</u>	<u>36</u>
Mean=44.5	Mean=28.1
SD=8.68	SD=8.54

Degree of Freedom at 0.05 level = 1.83 and at 0.01 level = 2.82

10

End Semester Examination, Dec. 2014

M.A. (Applied Psychology) – First Semester FOREIGN LANGUAGE (FRENCH) (AP-106)

Time: 3 hrs

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**.

PART-A

- Q.1 a) What is the importance of French language in today's world? (in english) **5**
b) Write few points about France (culture, monuments, food etc.) (in english) **5**
- Q.2 a) Describe your friend in French. **5**
b) Write the names of days of the week and months of the year in French. **5**
- Q.3 a) Choose the number:
i) 15 (Deux, Quinze) ii) 5 (Cinq, Quatre) iii) 12 (Vingt, Douze) **3**
b) Choose the appropriate color:
i) Pink (Blanc, Rose) ii) Orange (Vert, Orange) iii) Brown (Rouge, Brun) **3**
c) Choose the appropriate adjective:
i) Rahul Est, **Indian** _____ (Indien, Indienne)
ii) Payal est, **beautiful** _____ (Beau, Belle)
iii) Ils sont, **tall** _____ (Grand, Grands)
iv) Elles sont, **thin** _____ (Mince, Minces) **4**
- Q.4 a) Put definite article (Le, La, L', Les):
i) _____ Livres iv) _____ Cahiers
ii) _____ Stylo v) _____ Crayon
iii) _____ Homme **5**
- b) Put definite article (Un, Une, Des):
i) _____ Voitures iv) _____ Table
ii) _____ Moto v) _____ Chaise
iii) _____ Films **5**
- Q.5 Translate the following sentences in French:
a) My name is kunal.
b) Her name is Payal.
c) What is your name?
d) Good morning sir.
e) Sorry Mam.
f) Have a nice day Rahul.
g) Today is Monday.
h) Happy birthday.
i) See you soon.
j) He has two cars. **10**

PART-B

- Q.6 Conjugate the AVOIR verb or ETRE verb in French. **10**

End Semester Examination, Dec. 2014

MA (Applied Psychology) – Third Semester

POSITIVE PSYCHOLOGY (AP-301)

Time: 3 hrs

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**.

PART-A

- Q.1 Describe the relevance of mindfulness in your life. **10**
- Q.2 What is the value of forgiveness in your life, apply a model of forgiveness to obtain life satisfaction? **10**
- Q.3 Describe the needs of Positive Psychology in your life. **10**
- Q.4 What serves as major components to maintain flow of your life? **10**
- Q.5 Differentiate between 'a happy life' and 'a meaningful life'. Explain whether you call your life a happy one or a meaningful one. **10**

PART-B

Case study:

On one occasion an expert in the law stood up to test Jesus. "Teacher," he asked, "what must I do to inherit eternal life?" "What is written in the Law?" he replied. "How do you read it?" He answered, "'Love the Lord your God with all your heart and with all your soul and with all your strength and with all your mind'; and, 'Love your neighbor as yourself.'" "You have answered correctly," Jesus replied. "Do this and you will live?" But he wanted to justify himself, so he asked Jesus, "And who is my neighbor?"

A man was going down from Jerusalem to Jericho, when he was attacked by robbers. They stripped him of his clothes, beat him and went away, leaving him half dead. A priest happened to be going down the same road, and when he saw the man, he passed by on the other side. So too, a Levite, when he came to the place and saw him, passed by on the other side. But a Samaritan, as he traveled, came where the man was; and when he saw him, he took pity on him. He went to him and bandaged his wounds, pouring on oil and wine. Then he put the man on his own donkey, brought him to an inn and took care of him. The next day he took out two denarii and gave them to the innkeeper. 'Look after him,' he said, 'and when I return, I will reimburse you for any extra expense you may have.'

"Which of these three do you think was a neighbor to the man who fell into the hands of robbers?"

The expert in the law replied, "The one who had mercy on him."

Jesus told him, "Go and do likewise."

- Q.6 Read the case study carefully given above and answers the following questions:
- a) Find out the virtue which is being described in the abovementioned Biblical paragraph.
- b) How the described virtue relates to positive aspect of human behavior? **5x2**

End Semester Examination, Dec. 2014
MA (Applied Psychology) – Third Semester
COUNSELING: INTRODUCTION AND THEORETICAL PERSPECTIVES
(APCP-301)

Time: 3 hrs

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **PART-B** is compulsory. Attempt any **FOUR** questions from **PART-A**.

PART-A

- Q.1 Discuss the question of identity and role of counseling viz a viz clinical psychology. **10**
- Q.2 A capable counselor must possess a number of personal qualities and develop the proper attitudes to make a client feel at ease and to build rapport so that a client can self-disclose. What are these personal qualities? **10**
- Q.3 What is the benefit of using open ended questions over closed ended questions in the counseling process? Convert the following questions into open ended questions:
a) Do you like your mother?
b) Do you have a best friend?
c) Is your apartment new?
d) Why are you telling me that?
e) "What is the point of this story?"
f) "Aren't you listening to me?"
g) "Is that supposed to make sense?"
h) "Can't you understand this simple idea?" **10**
- Q.4 As a counselor how would you deal with silence in a relationship? What role do you attribute to silence? **10**
- Q.5 "I just broke up with my boyfriend Diago and I feel pretty awful. He wanted to get married and have kids, but I didn't. I still want to be friends but he won't have anything to do with me. My friends think I made the wrong decision."
Write four statements that a counsellor could make in response to this client that focus on the following:
a) The client's feeling
b) The client's thoughts and feelings
c) The problem
d) Other people **10**
- Q.6 As a counsellor how would you deal with a client with suicide ideation? **10**

PART-B

- Q.7 Explain what the counsellor's ethical and professional obligations are in regard to the following scenarios:
a) A teenage client (boy, age 17) tells the counsellor that he is using illegal drugs and selling them to his peers.
b) A client (woman, age 34) tells the counsellor that she has been shop-lifting regularly at the local shopping centre.

- c) A client (man, age 42) tells the counsellor that he gets so frustrated with his young children that sometimes he feels like "Killing them". **10**

End Semester Examination, Dec. 2014
MA (Applied Psychology) – Third Semester
COUNSELING: APPROACHES TO COUNSELING (APCP-302)

Time: 3 hrs

Max Marks: **50**

No. of pages: 2

Note: Attempt **FOUR** questions in all; **PART-B** is compulsory. Attempt any **THREE** questions from **PART-A**.

PART-A

Q.1 You have been counseling Yvonne for the last three months and in that time she has made considerable progress in regard to the issues she initially presented with. You introduce the idea that counseling may not be required for too much longer. As Yvonne hears what you are saying she begins to react in anger saying that it was "typical", that you are "just like everyone else" and "can't handle getting close to her". She adds, "Just when things are going so well you decide to abandon me too". Yvonne has been clearly emotionally affected by your suggestion to end the counseling relationship.

Explain how you would manage this situation.

10

Q.2 Read through the following scenario and answer the question that follows:
Stewart attended counseling as he was feeling very overwhelmed in a new position in his company. Whilst he had initially fought to obtain the position and had been looking forward to the extra responsibility and duties, he was finding that since taking on the position four months ago, he was not coping. He was feeling tired all the time, pessimistic and unmotivated about what he could achieve, wasn't eating or sleeping well and was experiencing rapid mood changes. After conducting a thorough assessment of Stewart, the counselor develops a comprehensive stress management program. This plan incorporates stress management techniques and daily exercise. Together, Stewart and the counselor discuss how the plan could be integrated into Stewart's life. Stewart left the counseling session eager to implement the new plan. Stewart, however did not implement these techniques and eventually was fired from his job because of his continuing inability to cope.

Did the counselor breach their duty of care in this scenario? Explain your answer.

10

Q.3 How does change work? And how does change happen? You can use any one theoretical approach to explain the change process in counseling.

10

Q.4 Compare the directive vs non directive approaches to counseling.

10

PART-B

Case study:

Tom's father (Des) died from a heart attack five months ago. Tom is 25 years old and has been estranged from his father for over five years. His father's death has had an unexpected impact on Tom, who finds himself exhibiting very intimidating and aggressive behavior toward his colleagues and friends. Tom had always been very sensitive and introverted so this is significantly out of character for him. He has assumed that this behaviour is in some way connected to his father's death but is not sure how to stop it. Tom has not shed a tear over his father's death and is mostly

concerned for his mother and her grief. Tom's father was a very intimidating man who ruled the house through a fear campaign. Despite this, Tom's mother stayed by his side till the end. Although Tom has not spoken with his father for over five years he has had moderate contact with his mother. Tom is by nature an emotionally withdrawn man, who has difficulty expressing his emotions – a consequence he has surmised from a childhood of not letting his father see that he's hurt him or give him the satisfaction of seeing him cry.

- Q.5 Read the case study carefully given above and answers the following questions:
- a) What is the theoretical basis for the presenting concerns, according to the theoretical underpinning of the underpinning you are focusing on? **5**
 - b) Determine appropriate techniques for addressing the presenting concerns (techniques must align with the underpinning theory of the approach you are focusing on). **5**
 - c) Outline the skills and techniques you would adopt in the counseling sessions (in alignment with the approach you have selected). **5**
 - d) Address each of the following in relation to the approach you are focusing on:
 - i) How would you start the session?
 - ii) How would you identify the concerns of the client?
 - iii) What is your role as the counselor?
 - iv) How is the session structured?
 - v) Is the client required to do any particular tasks after the session has ended?
 - vi) What signs would indicate improvement for the client? **5**

End Semester Examination, Dec. 2014
MA (Applied Psychology) – Third Semester
**CLINICAL PSYCHOLOGY: INTRODUCTION AND THEORETICAL
PERSPECTIVES (APCY-301)**

Time: 3 hrs

Max Marks: **50**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **PART-B** is compulsory. Attempt any **FOUR** questions from **PART-A**.

PART-A

- Q.1 Abnormality is a square triangle or a round square. Discuss the contradictions of psychopathology. **10**
- Q.2 What is more important having the diagnosis, or being free of it? Discuss the stickiness of diagnosis in the light of the above statement. **10**
- Q.3 With reference to a specific anxiety disorder, critically evaluate two contrasting etiological models. **10**
- Q.4 Raju, 26 year old, was laughing when he was brought to the ward by the nurse – looked like he was having a good time. Before the nurse could introduce him to the staff, he said, cricket, I love cricket! I have never played cricket in my life but that is what I am going to do while I am here. I am going to become the world's best cricket player! He then went on to talk about his mother and then suddenly described what he had for dinner the previous night. Few days back, Raju had spent all his money and that of his elderly parents and bought an expensive professional camera. Without any formal training in photography, he thought he could set up the best studio in the city and make lot of money.
- Does anything about Raju seem strange? What is this behavior called? **10**
- Q.5 Write a detailed note on mental status examination. **10**
- Q.6 Write short notes on **any two**:
- a) Behavioural assessment
 - b) Multicultural assessment
 - c) Environmental assessment
- 10**

PART-B

Case study:

Zev is a 45 year old man seeking therapy from Dr. Miller, a clinical psychologist. Zev is an Orthodox Jew. For many years, Zev has felt compelled to perform very specific, stereotyped rituals dozens of times each day. For example, any time Zev eats, he must tap his fork on the side of his plate five times before he takes a bite. As another example, when he gets undressed each evening, Zev must place his shoes exactly one inch apart other and precisely parallel to the wall near his bed. Zev feels that by doing such behaviors, he is preventing terrible things from happening. If he prevented from doing these behaviors, he experiences extremely high levels of anxiety. In recent months, Zev has developed more of these ritualistic, anxiety-driven behaviors, and his behaviors have become more severe as well. His family has tried to be patient, but on

numerous occasions his behaviors have gotten in the way of their lives, such as the time that he felt compelled to insert the key into the lock of their home "just right", which required dozens of attempts and a delay of about 10 minutes while his family waited in the rain.

Q.7 Read the case study carefully given above and answers the following questions:

- a) What is Zev's diagnosis?
- b) Differentiate between obsessive compulsive disorders and psychotic disorders.

5x2

End Semester Examination, Dec. 2014

MA (Applied Psychology) – Third Semester DEVIATIONS AND DISORDERS (APCY-302)

Time: 3 hrs

Max Marks: **50**

No. of pages: 4

Note: Attempt **FIVE** questions in all; **PART-B** is compulsory. Attempt any **FOUR** questions from **PART-A**.

PART-A

Q.1 A 30-year-old man comes to see you in the general practitioner surgery. He is embarrassed and explains that he was married last year and is having problems with his sex life. In particular he mentions that since he was married he has had problems maintaining an erection when he is with his wife. He says that when he has been able to get an erection he often has a premature ejaculation. His wife has not been able to achieve orgasm. She has been very understanding and says that she does not mind, but he is concerned that there is something very wrong with him. He says that their relationship is good and he is very much in love with his wife. He has not told her that he is seeking advice. On further questioning he indicates that before he married he was a virgin, but that he did masturbate regularly and had sustained erections. He still occasionally masturbates in private and can sustain an erection for at least 5 minutes. His erections are normal and not painful. Brief systemic enquiry is normal. He has no urological or cardiovascular symptoms. He is an amateur football player who plays regularly and has not had any difficulties recently with fitness. He drinks socially at weekends only and is a non-smoker. He can still enjoy himself with his friends and his wife and denies any low mood. His work as owner of a small plumbing firm is going well.

He is clearly anxious and embarrassed. When you put him at his ease by explaining that the consultation is confidential and that this is a common problem with one in ten men experiencing it at some time, he becomes more relaxed. There is no evidence of any serious mental illness.

He has a pulse of 88/min and a blood pressure of 125/75 mmHg. His heart sounds are normal. He is fit and appears healthy. His body mass index is 22. There are no penile, testicular or scrotal abnormalities and he has normal muscle and hair distribution. Neurological examination is also normal. Urine test is normal.

Answer the following:

What possible differential diagnosis goes through your mind and what is the way forward with this patient? **10**

Q.2 The mother of an 8-year-old boy presents with concerns that her son keeps saying he wants to be a girl. She states that he has always preferred to participate in "feminine" activities such as playing with dolls, interested in dressing up and playing with make-up. He has been doing well academically but has started having more problems with peers because they tease him about his liking for activities they see as "sissy". He much prefers playing with girls but sometimes bothers them because he insists he is one of them. He has quite a few effeminate mannerisms and he is often seen trying to copy female gaits and swinging his hips. The family had noticed aspects of these behaviours when he was younger but thought he would grow out of it.

His parents argue about whether anything needs to be done or not but his behaviour is increasingly impacting on many areas of his life. His father is also worried that they have caused him to become gay and feels that he has failed as a father. At times he accuses his wife of having babied him and caused the problem. They have two other children, a boy aged 11 and a girl aged 13. The boy is embarrassed by his brother and they rarely play together. His sister finds him interested in her clothes and make-up. She is mainly tolerant but can be irritated if he is too intrusive. She worries about the teasing and bullying her younger brother is subjected to.

Answer the following:

What is the likely diagnosis and how will you manage the situation?

10

- Q.3 A 54-year-old man presents with abdominal pain for several days. The pain is a constant dull ache which is central and radiates to the right. He has had some associated vomiting but the vomit is usually bile as he has not been eating well. He has on a few occasions vomited some blood but says that this was after particularly heavy consumption of alcohol. He is not aware how many units he drinks in a week but reluctantly admits he drinks every day. His breakfast often consists of a drink as he feels very shaky otherwise. Once he has had a drink he feels better able to manage the day ahead. He lives alone in a bed sit and eats poorly. He says he was sacked for taking time off work for physical complaints. He has been separated from his wife for six months and no longer has regular contact with his children who he says have turned against him. The marriage had been difficult for some years because he was unable to hold down a regular job. He held a middle manager's post until he turned 50. Since then he has had a series of short-term junior posts. He believes that this is as a result of changes in local government and not related to his drinking.

Physical examination

He has a ruddy complexion and red palms. He has a body mass index of 32.

Mental state examination

He smells of alcohol. He is reasonably well-dressed. He looks unwell and is clearly uncomfortable. He has good eye contact. His speech is normal. He admits he has felt low as his life has deteriorated over the last few months but says he is not "depressed". He can still enjoy himself and is reactive at interview. He does not have any self-harm ideation. He has little hope for the future. There is no evidence of psychosis. He is orientated in time, place and person. His short-term memory is poor but there are no long-term memory problems.

Answer the following:

What is the likely diagnosis and what is the way forward?

10

- Q.4 A 19-year-old young man is brought to the general practitioner surgery by his sister with complaints of nausea, vomiting, body ache, fever, shivering and poor sleep over the past 2 days. He complains of having the "flu" but his sister is worried that his symptoms may be related to drug use. He normally lives with his parents but is visiting her for the weekend. She says that he began smoking at the age of 14 and was using cannabis at age 16. He used to sniff glue aged 17 and was dabbling with opiates. Initially, he started smoking but then graduated to intravenous injections. He has been arrested twice for possession of drugs and given cautions. His sister is extremely concerned about him. He denies using drugs in the presence of his sister. He says that he has experienced withdrawal having been without opiates for 48 hours when he could not find a dealer locally. Over the past few years the cost of his habit with heroin has increased from £20 a week to £300 per week. He admits that the drug clinic was not successful and that he now injects heroin twice a day. He enjoys the rush that he

gets, but equally knows that he has needed to use more of the drug to achieve the same effect. He had enrolled in a youth training scheme but dropped out. He now has a rather fixed routine whereby he spends the day at home watching DVDs going out later in the day with his friends for "a fix". He acknowledges that he ought to be "getting out there" trying to get a job but said he did not have the confidence to do so as he had made several unsuccessful attempts at quitting. He does not abuse alcohol though he smokes 20 cigarettes a day. He says that he borrows money to fund his drug habit.

Mental state examination

He appears as a sullen, lanky young man, reluctant to talk. He speaks slowly but coherently and there is no evidence of any psychotic symptoms. He appears tired and is yawning repeatedly. His mood appears anxious and there is distinct psychomotor agitation. He has some insight into his substance misuse but presently begs to be prescribed some codeine or morphine for instant relief.

Physical examination

He has injection track marks in his veins. His blood pressure is 148/98 mmHg and pulse is 94/min, regular. His pupils appear dilated. He complains of muscle tenderness but there is no significant finding on systemic examination.

Answer the following:

What is the differential diagnosis and what is the way forward?

10

- Q.5 A 7-year-old boy appears in the accident and emergency department having banged his head after falling from a garage roof. He vomited once after this but has not become unconscious or had any loss of power or sensation. He has had no other neurological problems on systematic enquiry. His parents are with him. They say that he has always been very active and ask if he can be seen by someone who might check him out. He has a normal night's sleep, but is very active when awake. He rarely stays on task and does not finish things that he starts. He has always flitted from toy to toy when playing. His teachers report to the parents that he is a fidget, up and down out of his chair and that he has very poor concentration. He calls answers out despite being reminded not to and has great difficulty waiting in a queue. He is easily distracted by things outside the window or in other parts of the classroom. This is much the same at home. If he takes anything to school he often loses it and has had to have three new coats in the last year because previous ones have gone missing. Even when watching favored television programmes he will be up and down out of the chair, and in and out of the room.

Answer the following:

What is the likely diagnosis and how will you manage the situation?

10

PART-B

- Q.6 The mother of a 19-year-old man comes to see you in general practice hoping to understand her son's behaviour. She discusses her son's over activity and behaviour problems. When he was at school these problems were often discussed at parent evenings. He found it difficult to concentrate during lessons. She also describes that her son can be unpredictable. A male friend of her husband suggested that he looked "different" and she found this distressing as she had never thought this before. He had mild learning difficulties at school and received extra help in the classroom. A teaching assistant had wondered if he had "autistic traits" but an

educational psychologist dismissed this at a school review meeting saying he could be imaginative and affectionate. She describes how he always struggled at school, not just with his learning but with his friendships.

She says that other children avoided him perhaps because he had some unusual behaviour. These included laughing out loud, repeating phrases and some repetitive behaviour. He used to be very preoccupied with the film "Toy Story" and talked endlessly about Woody and Buzz Light-year who are characters in the film. When talking, he often repeated sentences, sometimes half a sentence or even a syllable at the end of a word.

He left school at 16 and went to work with his father on the farm. His father gives him straightforward tasks "because of his learning difficulties". These include delivering food to pigs and cows and hens every day. He is reliable with these tasks and happy, but his father recently had a mild heart attack and his mother is worried about whether he could hold down a job without their support.

Mental state examination

He has poor eye contact but will look at you and readily smiles at you. He seems comfortable in your room. He is quite active, and picks things up and puts them down without much awareness that this might not be acceptable. He doesn't speak much but when he does he asks you if you like Doctor Who (a popular TV show) and seems pleased when you say you do. There is no evidence of any psychotic phenomena, anxiety or depression.

Answer the following:

What is the differential diagnosis and how will you manage this case?

10

End Semester Examination, Dec. 2014
BJMC - First Semester
INDIAN GOVERNMENT AND POLITICS (BJ-101)

Time: 3 hrs

Max Marks: **80**

No. of pages: 1

Note: Attempt **FIVE** questions from **PART-A** and **any two** questions from **PART-B**.
Q. No. 1 is compulsory.

- Q.1 Answer **any ten** of the following:
- Who is the president of China?
 - Write down the full name of Lal Bal Pal.
 - How many Vidhan Sabha seats are there in Haryana?
 - Who was the founder of Arya Samaj?
 - Name the Nobel Peace prize winner of India 2014.
 - 'Indian constitution is rigid in nature'. **True / False**
 - 'Indian has a multi party system'. **True / False**
 - Who is the head of a Gram Panchayat?
 - Who is the Chairman of Planning Commission of India?
 - How many members are there in Lok Sabha?
 - Name the new state which is included recently.
 - Name any two regional parties of Haryana.
 - Who is the Chief Election Commissioner of India?
 - Write down any two fundamental duties of a citizen.
 - Name the present of president INLD and BJP.

1½x10

PART-A

- Q.2 Write a brief note on the organs of government. **6**
- Q.3 Explain the rights and duties of a citizen. **6**
- Q.4 Discuss in detail the role of council of ministers. **6**
- Q.5 What are the eligibility criteria for the post of Vice-President of India? **6**
- Q.6 Write a short note on Naxal movement in India. **6**
- Q.7 Discuss in detail the directive principle of state policy. **6**
- Q.8 What do you mean by local self government? Explain. **6**
- Q.9 Write a note on the Planning Commission of India. **6**
- Q.10 Briefly discuss the major amendments of the Indian constitution. **6**

PART-B

- Q.11 Write a descriptive note on the history of major political parties of India and discuss in detail the 'Telengana Movement'. **17½**
- Q.12 Explain in detail the eligibility criteria of a Supreme Court judge and discuss the powers vested on him/her. **17½**
- Q.13 Discuss in detail India's National Movement with focus on Quit India Movement. **17½**

End Semester Examination, Dec. 2014

BJMC – First Semester

INDIAN SOCIETY AND ECONOMY (BJ-102)

Time: 3 hrs

Max Marks: **80**

No. of pages: **1**

Note: Attempt any **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **FIVE** questions from **Part A** and any **TWO** questions from **Part B**.

Q.1 Attempt **any ten** of the following:

- a) Who is known as the Father of Indian Renaissance?
- b) What is female Foeticide?
- c) What do you mean by FDI?
- d) Who is the present Chairperson of National Commission of Women (NCW)?
- e) 'Bihu' is a popular folk dance of which state?
- f) What do you understand by Bhakti Movement?
- g) Who is the Governor of RBI?
- h) Pandit Ravi Shankar is associated with which instrument?
- i) Name the Ministry of Government of India propagating 3 forms (Dance, Music, Drama) of Performing arts.
- j) What is meant by Globalization?
- k) Which is the Holy book of Muslims?
- l) Who composed the National Song of India, Vandematram?
- m) What is Quit India Movement?

1½x10

PART-A

Q.2 Explain the impact of Freedom Movement on Indian Society.

6

Q.3 Write a short note on Indian Renaissance.

6

Q.4 What is Women Empowerment? How does political participation of women help in their empowerment?

6

Q.5 Define Planning Commission of India and what are its functions.

6

Q.6 Discuss in detail communalism and its effect on society.

6

Q.7 What is the significance of studying economics for media students?

6

Q.8 What do you mean by caste system and casteism? What are the factors for its growth?

6

Q.9 Write a note about the major religions of India.

6

PART-B

Q.10 Discuss in detail the relation of economics with other social sciences.
17½

Q.11 What do you understand by modernization of Indian traditions? How has the traditional value of Indian family changed due to modernization?
17½

Q.12 What are the basic features of Indian Society? Discuss in detail.
17½

End Semester Examination, Dec. 2014
BJMC – First Semester
INTRODUCTION TO COMMUNICATION AND MEDIA (BJ-103)

Time: 3 hrs

Max Marks: **80**

No. of pages: 1

Note: **Q.1 is compulsory.** Attempt any **FIVE** questions from **Part A** and **TWO** questions from **Part B**.

Q.1 Attempt **any ten**:

- a) What is interpersonal communication?
- b) What is oral communication?
- c) What is culture?
- d) Name any two folk media.
- e) Who is known as the father of Indian cinema?
- f) In which year color television came to India?
- g) AFP stands for _____.
- h) Prasar Bharti was established in the year _____.
- i) What is a blog?
- j) In a communication process receiver encodes the message. (**True/False**)
- k) Name the first newspaper of India.
- l) Alam Ara was the first talkie movie of Indian Cinema. (**True/False**)
- m) AIR stands for _____.
- n) Name any two fashion magazines.
- o) Write two differences between facebook and twitter. **1½x10**

PART-A

- Q.2 Write a short note on the importance of social groups. **6**
- Q.3 Discuss Grapevine communication in detail. **6**
- Q.4 Trace the history of radio in India. **6**
- Q.5 'Cinema is one of the most powerful medium of communication'. Discuss. **6**
- Q.6 Write a short note on target audience. **6**
- Q.7 Write a brief note on traditional media. **6**
- Q.8 Discuss the various types of magazine. **6**
- Q.9 Discuss the elements and process of communication in detail. **6**

PART-B

- Q.10 What is mass communication? Discuss the role of mass communication in the development of the society. **17½**
- Q.11 Explain the various types of communication citing suitable examples. **17½**
- Q.13 Critically discuss the future of newspaper in the light of growing trend of new media. **17½**

End Semester Examination, Dec. 2014

BJMC – First Semester

BASIC LANGUAGE SKILLS (BJ-104)

Time: 3 hrs

Max Marks: **80**

No. of pages: 1

Note: Q. No. 1 is compulsory. Attempt *any five* from **Part A and *two* questions from **Part B**.**

Q.1 Answer **any ten** of the following questions and selecting at least three from each group.

A Correct the following Sentences:

- i) Did you wrote?
- ii) He is to weak to walk.
- iii) They are suppose to do this assignment.
- iv) You have been working on the project since three days.
- v) Why does not they join the campaign?
- vi) You have been not working hard.
- vii) They laughs at other.
- viii) He told me that I will come.
- ix) He will doing his work..
- x) She is staying at Mumbai.

B Write out the Verb Patterns in respect of the following sentences:

- i) Have they gone?
- ii) He achieved a milestone.
- iii) Professional players work on their fitness.
- iv) The movie was awesome.
- v) The girl goes to school daily.

1½x10

PART A

Q.2 Answer **any five** of the following:

- i) Economy of Words
- ii) Discuss the concept of news in detail.
- iii) Editing
- iv) Types of essay
- v) Importance of organization in writing
- vi) Hard news with examples
- vii) Soft news with examples
- viii) Types of feature

6x5

PART B

Q.3 Answer **any two** of the following:

- i) What are the basic principles of writing?
- ii) 'Writing for media is challenging'. Discuss.
- iii) Why do we need resume/CV? Prepare a resume for the job you are applying for.

17½x2

End Semester Examination, Dec. 2014
BJMC – Second Semester
PRESS LAWS AND HISTORY OF JOURNALISM (BJ-201)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: **Q.1 is compulsory.** Attempt any **FIVE** questions from **Part A** and **TWO** questions from **Part B**.

Q.1 Attempt **any ten**:

- a) Who was the Chairman of first Press Commission?
- b) In which year was Right to Information Act passed?
- c) Name any two newspapers started from West Bengal?
- d) Who was Lord Bentinck?
- e) Who was the first editor of The Hindustan Times?
- f) What is the full form of NDTV?
- g) Who started 'Swachh Bharat Abhiyan' in India?
- h) What is Gagging Act?
- i) What do you mean by print line?
- j) What is the size of broadsheet?
- k) Who wrote the book 'Line of Fire'?
- l) What do you mean by sting operation?
- m) Who invented television?
- n) What is the name of first action film of India?
- o) Who produced the film 'Mughal-e-Azam'?

1x10

PART-A

- | | | |
|-----|--|----------|
| Q.2 | Write a short note on defamation? | 5 |
| Q.3 | Explain briefly post independence history of journalism. | 5 |
| Q.4 | Define interest / pressure groups. Discuss their relevance in media. | 5 |
| Q.5 | Briefly discuss the meaning and types of printing press. | 5 |
| Q.6 | Throw light on recent trends in films industry of India. | 5 |
| Q.7 | Briefly explain Official Secret Act, 1923. | 5 |
| Q.8 | Write a detail note on Convergence Bill. | 5 |
| Q.9 | Explain censorship and contempt of court. | 5 |

PART-B

- | | | |
|------|--|------------|
| Q.10 | Write a descriptive note on Right to Information Act.? | 17½ |
| Q.11 | Throw light on the role of television and radio in social reforms in India? | 17½ |
| Q.13 | Explain code of conduct guideline laid down by PCI for journalists in India? | 17½ |

MANAV RACHNA INTERNATIONAL UNIVERSITY

End Semester Examination, December-2014

BJMC –II Semester

INTERNATIONAL RELATIONS (BJ-202) (Re-appear)

Time: 3 Hours

Max Marks: 50

No. of Pages: 2

Note: Q. No. 1 is compulsory. Attempt any five from Part A and two questions from Part B

Q. 1 Attempt any ten questions

(1 X 10 = 10)

Q. a Which of the following is not a main factor determining the relations of a nation with foreign countries?

- a) Geographic
- b) Demographic
- c) Strategic
- d) Economic
- e) Military

Q. b What is UNO?

Q. c Which of the following country is not a permanent member of the Security Council?

- a) USA
- b) USSR
- c) UK
- d) France
- e) India
- f) China

Q. d Who is the Secretary General of the United Nation at present? Nelson Mandela

- a) George W Bush
- b) [Ban Ki-moon](#)
- c) [Tony Blaire](#)
- d) [None of these](#)

Q. e What is the capital of France?

Q. f Which of the following is not a principle of Panchsila?

- a) Peaceful co-existence
- b) Non-interference
- c) Mutual respect for each other territorial integrity and sovereignty
- d) Non-aggression
- e) Non-alignment

Q. g Which of the following is an objective of Commonwealth of Nations?

- a) Defense of Democracy
- b) Preservation of human rights
- c) Common defense against external treats and aggression
- d) Commonwealth and Economic well-being
- e) All the above

Q. h When was SAARC formed?

Q. i In which year Indo-china war took place?

- a) 1950
- b) 1948
- c) 1962
- d) 1971

Q. j Write the full form of ASEAN

Q. k Soviet Union disintegrated in the year of:

- a) 1991

- b) 1989
- c) 1995
- d) 1999

Q. l Fidel Alejandro Castro was the President of

- a) Cuba
- b) Germany
- c) Iraq
- d) Italy
- e) Russia

Q. m Who is the present President of Afganistan?

Q. n USSR stands for

Q. o Who is the present Prime Minister of England?

Part A

Attempt any five questions.

(5 X 5 = 25)

1. Write a short note Shimla Agreement..
2. Write a brief note on Pachsheel Principles of India.
3. What are the aims and purposes of ASEAN?
4. Discuss the challenges before the SAARC.
5. What are the main provisions of Kosovo peace agreement?
6. Discuss the powers of the Security Council.
7. How Bangladesh was formed? Discuss.
8. What are the objectives of the commonwealth nations?

Part B

Attempt any two questions.

(17 ½ X 2 = 35)

1. Write a detailed note on the Indo-US relationship in the post liberalization period.
2. Evaluate India's foreign policy with special reference to neighboring countries.
3. Write a detailed note on the India-China relation since 2001.

End Semester Examination, Dec. 2014
BJMC - Second Semester
INFORMATION TECHNOLOGY FOR MEDIA (BJ-203)

Time: 3 hrs

Max Marks: **50**

No. of pages: 2

Note: Attempt **FIVE** questions from **PART-A** and **any two** questions from **PART-B**.
Q. No. 1 is compulsory.

Q.1 Answer **any ten** of the following MCQ, each carry one mark:

- a) Input is modified into output by...
 - i) Peripherals
 - ii) Memory
 - iii) Storage
 - iv) CPU
- b) IC chips used in computers usually made up of
 - i) Silicon
 - ii) Lead
 - iii) Chromium
 - iv) Gold
- c) A computer cannot "boot" if it does not have the _____.
 - i) Computer
 - ii) Loader
 - iii) Operating system
 - iv) Assembler
- d) A/an _____ converts and executes one statement at a time.
 - i) Compiler
 - ii) Interpreter
 - iii) Converter
 - iv) Instructions
- e) VIRUS stands for
 - i) Very important resource under search
 - ii) Virtual information resource under seize
 - iii) Verify interchange result until source
 - iv) Very important record user searched
- f) What is the full form of CRT?
 - i) Current ray tube
 - ii) Current ray technology
 - iii) Cathode ray tube
 - iv) Cathode ray technology
- g) In Excel, workbook is a collection of
 - i) Workbooks
 - ii) Worksheets
 - iii) Charts
 - iv) None of the above
- h) What type of memory is volatile?
 - i) Cache
 - ii) RAM
 - iii) ROM
 - iv) Hard drive
- i) Computers on an internet are identified by_____
 - i) E-mail address
 - ii) Street address
 - iii) IP address
 - iv) None of the above

- j) Select the odd one out:
 i) Interpreter
 ii) Compiler
 iii) Operating system
 iv) Assembler
- k) A collection of 8-bits is called _____
 i) Byte
 ii) Word
 iii) Record
 iv) None of the above
- l) ALU stands for _____
- m) ENIAC stands for _____
- n) _____ computer is a combination of analog and digital computer.
- o) HTTP stands for _____.
- 1x10**

PART-A

- Q.2 Describe some important applications of computers. **4**
- Q.3 What is Data and information? Mention any four applications of IT. **4**
- Q.4 Differentiate between the following:
 a) Impact and Non-impact printer
 b) Assembly and machine language **2x2**
- Q.5 Convert the following:
 a) Decimal number 48_{10} into binary number
 b) Binary number 1100010_2 into decimal number **2x2**
- Q.6 Write down the name and function of the tools available in the Adobe PageMaker tool box. **4**
- Q.7 What are the equipments required for using internet and discuss the advantages of internet? **4**
- Q.8 Define 'Topology'. Explain the various types of topology used in networking. **4**
- Q.9 What is spread sheet? Describe the classification of functions in Excel. **4**

PART-B

- Q.10 What is a system software? Explain in detail operating system and its function. **10**
- Q.11 "Computers are used as a tool in media". Discuss with suitable examples. **10**
- Q.12 "The advancement in computers is astonishing". Do you agree? Answer the question highlighting the various characteristics of computers. **10**

MANAV RACHNA INTERNATIONAL UNIVERSITY

End Semester Examination, December-2014

BJMC –II Semester

Reporting & Editing (BJ-204) (Re-appear)

Time: 3 Hours

Max Marks: 50

Note: Q. No. 1 is compulsory. Attempt any five from Part A and two questions from Part B

1. Answer any ten of the following questions and selecting at least three from each group. (1 marks each X 10 = 10 Marks)
 - a. What do you mean by AP?
 - b. What is dateline?
 - c. Who is the editor of Hindi daily newspaper Dainik Jagran?
 - d. What do you mean by beat?
 - e. What is Broadsheet?
 - f. What is byline?
 - g. What do you mean by 'Fourth Estate'?
 - h. City office (Bureau) of a newspaper is headed by.....
 - i. PTI stands for.....
 - j. What is scoop?
 - k. What is cropping?
 - l. Who is the editor of the English Newspaper The Indian Express?
 - m. What is UNI?
 - n. What is follow up?

PART-A

Answer any five of the following:

(4X5=20)

2. Discuss the concept of news in detail.
3. What are the basic elements of a news report?
4. Why do we use inverted Pyramid?
5. What are the qualities of a reporter?
6. Discuss the concept of breaking news.
7. What are the techniques of news analysis?
8. Write a short note on news ideas and angles with examples.
9. Write about the types of newspaper.

PART-B

Answer any two of the following:

किन्ही दो प्रश्नों के उत्तर दें ।

(10X2=20)

10. What is editing? What are the various elements of editing?
11. What is news value? What are the main criteria for determining news?
12. What is feature? What are the different types of feature?

End Semester Examination, Dec. 2014

BJMC – Third Semester

COMMUNICATION THEORY (BJ-301)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

Note: Attempt any **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **FIVE** questions from **Part A** and any **TWO** questions from **Part B**.

- Q.1 Attempt **any ten** of the following:
- What do you mean by kinesics?
 - What do you understand by encoding?
 - What do you mean by sub language?
 - Name any two traditional forms of communication.
 - What is interpersonal communication?
 - What do you understand by edutainment?
 - What is noise in process of communication?
 - Cultivation Theory was propounded by_____.
 - What is mass media?
 - What do you mean by an intercultural communication?
 - What do you mean by a Body language?
 - What do you mean by an effective communication?
 - Name the elements of communication.
 - Define infotainment.
 - Name any two functions of communication.
- 1x10**

PART-A

- Q.2 Critically discuss the statement "Effective communication is the key to success".
5
- Q.3 Discuss the barriers of communication in detail.
5
- Q.4 Write a short note on culture.
5
- Q.5 Write a short note on the seven C's of communication.
5
- Q.6 Explain briefly the Osgood model of communication.
5
- Q.7 Write a short note on two step flow theory and multi step theory of communication.
5
- Q.8 Explain Cultivation theory of communication in detail.
5
- Q.9 Write a short note on Hypodermic Needle theory of communication.
5

PART-B

Q.10 Differentiate between verbal and non-verbal communication citing suitable examples.

17½

Q.11 With the help of a diagram discuss Shannon and Weaver model of communication.

17½

Q.12 Discuss Dependency theory and Agenda setting theory of communication in detail.

17½

End Semester Examination, Dec. 2014
BJMC - Third Semester
ADVERTISING AND PUBLIC RELATIONS (BJ-302)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: Attempt **FIVE** questions from **PART-A** and **any two** questions from **PART-B**.
Q. No. 1 is compulsory.

Q.1 Answer **any ten** of the following:

- a) What is an advertorial?
- b) The abbreviation USP and POP stands for what?
- c) The word 'Advertising' has been derived from which word and what does it mean?
- d) Name the first advertising agency of India.
- e) Name the stages of creativity in advertising.
- f) Who is known as the father of advertising?
- g) Define advertising research.
- h) Who is known as the father of public relations?
- i) OOH stands for_____.
- j) Who is Volney B.Palmer?
- k) The abbreviation ASCI and AAAI stands for_____.
- l) Who was known as space brokers in those days?
- m) 'Just do it 'is the punch line of which product?
- n) Name any two tools of public relations.
- o) Define an advertising copy? **1x10**

PART-A

- Q.2 "Doing business without advertising is quite impossible". Justify the statement. **5**
- Q.3 Explain in detail the various types of advertising. **5**
- Q.4 "How to tell a lie in a colorful manner is the basis of advertising". Do you agree with the statement if yes support your answer. **5**
- Q.5 Define appeal and explain in detail the various advertising appeals. **5**
- Q.6 Discuss in detail the various functions of an advertising agency. **5**
- Q.7 Discuss in detail the copy writing skills for advertising. **5**
- Q.8 Discuss in detail the role of public relations in private sector. **5**
- Q.9 "Communication is key to success in the field of public relations. "Examine the statement with suitable examples. **5**

PART-B

- Q.10 "It is through public relations the image of a company can be retained for a long time". Justify the statement with suitable examples. **17½**
- Q.11 Define advertising and explain in detail the scope, functions and career avenues of advertising in India. **17½**
- Q.12 Define research and discuss the importance of advertising research with its various steps. **17½**

End Semester Examination, Dec. 2014
BJMC - Third Semester
PHOTOGRAPHY, DESIGN AND GRAPHICS (BJ-303)

Time: 3 hrs

Max Marks: **70**

No. of pages: 2

Note: Attempt **FIVE** questions from **PART-A** and **any two** questions from **PART-B**.
Q. No. 1 is compulsory.

Q.1 Attempt **any ten** of the following:

- a) Using tungsten film in daylight will cause a
 - i) Blue cast
 - ii) Orange cast
 - iii) Green cast
 - iv) Normal cast
- b) 'Camera' is actually a Latin word meaning
 - i) Picture box
 - ii) Room
 - iii) Light box
 - iv) Dark
- c) Panoramic cameras can cover an angle of view of
 - i) 180 degrees
 - ii) 270 degrees
 - iii) 1 degree
 - iv) 360 degrees
- d) What is the simplest thing you can change on your camera to vary the depth-of-field?
 - i) The aperture of the lens
 - ii) The flash
 - iii) Plane mirror at 45 degree
 - iv) Film
- e) What is a photon?
 - i) A particle of light energy
 - ii) A measure of light energy
 - iii) A stream of light energy
 - iv) None of the above
- f) Angle of coverage of normal lens is:
 - i) 180 degrees
 - ii) 270 degrees
 - iii) 42 degree
 - iv) 360 degrees
- g) Incident light _____
 - i) falls on the subject
 - ii) is reflected from the subject
 - iii) backlights the subject
 - iv) None of the above
- h) Who coined the term 'Photography'?
 - i) Fox Talbot
 - ii) Nicephore Niepce
 - iii) Sir John Herschel
 - iv) Robert Hook
- i) A 'bleeding' picture is one that is
 - i) Without borders
 - ii) Badly printed
 - iii) Streaked due to exhausted developer

- iv) Red color picture
- j) Hypo is a
 - i) Developing agent
 - ii) Reducing agent
 - iii) Both
 - iv) None of the above
- k) What is emulsion?
- l) JPEG stand for _____.
- m) Name any two of the fonts.
- n) Name the secondary colours.
- o) CCD stands for _____.

1x10

PART-A

- Q.2 Explain in detail hot and cold type in typography. **5**
- Q.3 Discuss the caption writing. Explain the concern points while writing the caption. **5**
- Q.4 What is designing? Explain the importance of designing. **5**
- Q.5 What is filter factor? Explain the various types of filters used in photography. **5**
- Q.6 What is principle of graphics? Explain the elements of graphics. **5**
- Q.7 Explain the various types of manipulation in photography. **5**
- Q.8 What are the characteristics of masthead? Explain why are some dailies of eight columns and some of six. **5**
- Q.9 What is zoom lens? Enlist the advantages and disadvantages of zoom lens in photography. **5**

PART-B

- Q.10 How photojournalism is different from a simple photography? Discuss the points to be observed while selecting the news photographs. **17½**
- Q.11 Discuss the "single lens reflex system" in SLR camera with suitable diagram. Write down the advantages and disadvantages of SLR camera over TLR camera. **17½**
- Q.12 What is digital sensor in a camera? Discuss in detail its advantages and disadvantages over film. **17½**

End Semester Examination, Dec. 2014
BJMC - Third Semester
COMMUNICATION RESEARCH AND CONSUMER BEHAVIOUR
(BJ-304)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: Attempt **FIVE** questions from **PART-A** and **any two** questions from **PART-B**.
Q. No. 1 is compulsory.

Q.1 Answer **any ten** of the following:

- a) What do you mean by branding?
- b) Advertising completely depends on _____ of media.
- c) What is demographic segmentation?
- d) Who is a surveyor?
- e) What do you mean by media reach?
- f) The acronym AIDCA stands for _____.
- g) What do you mean by public opinion survey?
- h) Define case study method.
- i) Name any two vehicles of communication.
- j) What do you mean by pilot survey?
- k) Write any two types of consumer needs.
- l) Quantitative research is known as original research'. **True / False.**
- m) What do you mean by observation method of research?
- n) What do you mean by quasi social research?
- o) The abbreviation INTERVIEW stands for what.

1x10

PART-A

- Q.2 "Research is undertaken in order to enhance our knowledge and help the society to grow". Justify the statement. **5**
- Q.3 Distinguish between fundamental and applied research. **5**
- Q.4 Define research process and discuss in detail the various tools of research. **5**
- Q.5 Differentiate between survey and observation method of research. **5**
- Q.6 Define content analysis and discuss in detail the reasons for studying the media content. **5**
- Q.7 Write a brief note on consumer needs and motivation with suitable examples. **5**
- Q.8 Define market and why market segmentation is required for any research. **5**
- Q.9 What is SWOT and discuss in detail the SWOT analysis. **5**

PART-B

- Q.10 Define communication research and discuss the importance of research in any organization with various techniques. **17½**
- Q.11 Distinguish between sampling and hypothesis. Discuss in detail the various kinds of sampling. **17½**
- Q.12 Define consumer behavior and why is it necessary to study. Explain in detail the various key models of consumer behavior. **17½**

End Semester Examination, Dec. 2014
BJMC- Third Semester
ENVIRONMENTAL STUDIES (BJ-305)

Time: 3 Hours.

Max. Marks: **100**

No. of pages: *1*

Note: Attempt *any eight* from **SECTION-A** and *three* questions from **SECTION-B**.

SECTION-A

Answer *any eight* of the following:-

- Q.1 What are the important uses of forests?
- Q.2 Who are the consumers in an ecosystem? Give examples.
- Q.3 Define endangered and critically endangered species.
- Q.4 What do you mean by renewable and non-renewable resources? Discuss in detail.
- Q.5 Describe the major causes of air pollution.
- Q.6 How does marine pollution affect man and other organisms?
- Q.7 What is food chain?
- Q.8 Write a short note on soil erosion.
- Q.9 What is a hotspot? How can an area be called hotspot?
- Q.10 What is environment? **5x8**

SECTION-B

Answer *any three* of the following:-

- Q.11 'Environmental Studies is a multi-disciplinary project'. Discuss.
- Q.12 What is pollution? What are the various types of pollution? Explain the role of an individual in prevention of pollution.
- Q.13 What is an ecosystem? Explain the structure of an ecosystem.
- Q.14 Write a detailed note on bio diversity.
- Q.15 Describe Disaster Management. Give a brief account on protection against earthquakes. **20x3**

End Semester Examination, Dec. 2014

BJMC - Fourth Semester

MEDIA ISSUES AND DEBATES (BJ-401)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: Attempt **FIVE** questions from **PART-A** and **any two** questions from **PART-B**.
Q. No. 1 is compulsory.

Q.1 Answer **any ten** of the following:

- Name the two states where election took place recently i.e. in the month of 15.Oct.2014.
- Name the present I&B minister of India.
- RTI was introduced in India in the year_____.
- What is the punch line of ABP News Channel?
- Who was in the lead role in the recently released movie 'Haider'?
- What do you mean by politics?
- Name the chief minister of West Bengal.
- 'Street play is a form of new media'. **True / False.**
- What do you mean by paid news?
- Define yellow journalism.
- 'A journalist should be impartial while reporting and writing'. **Yes/No**
- What do you mean by ethics?
- Who is the Editor-in-Chief of the daily 'Times of India'?
- How many columns are there in a standard newspaper?
- Name the Lt. Governor of Delhi.

1x10

PART-A

- Q.2 Write a short note on media ethics. **5**
- Q.3 What do you mean by 'objectification of women in media'? **5**
- Q.4 Explain in detail the concept of paid news in India and its adverse effect on society. **5**
- Q.5 Write a brief note on the role of media in development. **5**
- Q.6 Write down the features of RTI in detail. **5**
- Q.7 Enumerate the professional code of ethics for working journalists. **5**
- Q.8 'Media can be used as a tool for creating awareness among the people'. Justify the statement with valid examples. **5**
- Q.9 Write a note on traditional media and their role in development. **5**

PART-B

- Q.10 'RTI is a weapon in the hands of common man'. Elaborate the statement with suitable examples. **17½**
- Q.11 Define media accountability and explain in detail the social responsibility of media at the time of disaster. **17½**
- Q.12 'Television affects the life style of children'. Support your answer in favour of the statement. **17½**

End Semester Examination, Dec. 2014

BJMC – Fourth Semester EVENT MANAGEMENT (BJ-402)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: **Q.1 is compulsory.** Attempt any **FIVE** questions from **Part A** and **TWO** questions from **Part B**.

Q.1 Attempt **any ten**:

- a) Define event.
- b) What are fundraising events?
- c) What is press conference?
- d) Write any two qualities of an event manager.
- e) What is publicity?
- f) What is sponsorship?
- g) What is event evaluation?
- h) What do you mean by co-sponsorship?
- i) Define event design.
- j) What are the 5 C's of events?
- k) What do you mean by corporate events?
- l) Name any two event management companies.
- m) Define event planning.
- n) What is cultural event?
- o) What is risk assessment?

1x10

PART-A

- Q.2 Discuss the various types of events with suitable examples. **5**
- Q.3 Discuss the importance of sponsor in an event. **5**
- Q.4 Discuss some ways of raising funds for an event. **5**
- Q.5 Discuss the role of the media in promotion of an event. **5**
- Q.6 Explain the role and qualities of an event manager. **5**
- Q.7 Discuss the advantages of event management. **5**
- Q.8 Discuss the key elements of an event. **5**
- Q.9 What is budgeting and account keeping in an event? **5**

PART-B

- Q.10 Write a detailed note on publicity tools of an event. **17½**
- Q.11 Discuss in detail the process of event evaluation. **17½**
- Q.13 Discuss the importance and scope of event management. **17½**

End Semester Examination, Dec. 2014
BJMC - Fourth Semester
COMMUNICATION AND DEVELOPMENT (BJ-403)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: Attempt **FIVE** questions from **PART-A** and **any two** questions from **PART-B**.
Q. No. 1 is compulsory.

Q.1 Answer **any ten** of the following:

- a) How many C's are there in communication and name any two?
- b) What do you mean by a digital divide?
- c) The term gratification refers to_____.
- d) 'Dominant paradigm of development' poised by whom?
- e) 'Ram Leela' is a_____ form of communication.
- f) Define urban development.
- g) Name any two barriers in development communication.
- h) 'To enhance the development process, people's participation is required'. **True/False.**
- i) 'Traditional art forms cannot be used for disseminating developmental messages'.
True / False
- j) Who is Denis Mc Quail?
- k) Third world refers to developed countries. **True / False**
- l) What do you mean by 'Diffusion of Innovations'?
- m) Name any two models of development communication.
- n) What do you mean by women empowerment?
- o) The abbreviation DSC and ICT4D stands for_____.

1x10

PART-A

- Q.2 "Information and communication technology has a greater role to play in rural development". Justify the statement with suitable examples. **5**
- Q.3 Write a short note on slum development. **5**
- Q.4 Discuss the role of participatory communication in development communication. **5**
- Q.5 Define questionnaire and prepare a questionnaire on the media habits of slum people. **5**
- Q.6 Write a short note on women empowerment. **5**
- Q.7 Discuss in detail the concept and problems of urban development. **5**
- Q.8 Explain in detail the New Paradigm of Development. **5**
- Q.9 Write a short note on the concept and process of development communication. **5**

PART-B

- Q.10 Write a descriptive note on the development experience in the developing world and discuss the role of new media in development communication. **17½**
- Q.11 Define folk media and discuss in detail the relevance of folk media in development communication in 21st century. **17½**
- Q.12 What do you mean by rural development? Explain the problems and prospects related to it. **17½**

End Semester Examination, Dec. 2014
BJMC –Fourth Semester
NEWSPAPER AND MAGAZINE JOURNALISM (BJ-404)

Time: 3 hrs

Max. Marks: **70**

No. of pages: 1

*Note: **Q. No.1 is compulsory.** Attempt any **five** questions from **Part-A** and **any two** questions from **Part-B.***

Q.1 Attempt **any ten** of the following:

- a) What is Date line?
- b) What is Balloon?
- c) What is AP?
- d) Who is the editor of the Hindi daily newspaper 'Hindustan'?
- e) Name the first newspaper of India.
- f) What is PCI?
- g) Who was associated with Samvad Kaumudi?
- h) Name three magazines that are published for children.
- i) Who is the editor of the English magazine 'The India Today'?
- j) Name three business magazine of India.
- k) Who is known as the Father of Journalism?
- l) What do you mean by lay out?
- m) What is byline?

1x10

PART-A

Q.2 Answer **any five** of the following:

- a) Write a detailed note on the concept of news.
- b) Discuss the hierarchy of the desk of a newspaper.
- c) What are the features of print journalism? Discuss in detail.
- d) Discuss the qualities of a reporter.
- e) What is feature? Discuss in detail
- f) Write a short note on the role of press in Indian Independence Movement.
- g) Write a profile of a renown personality.
- h) What are the elements of editorial writing?

5x5

PART-B

Q.3 Answer **any two** of the following:

- a) Write an article of your interest.
- b) Write a detailed note on the editing process.
- c) 'Writing for media is challenging'. Discuss in detail.

17½x2

End Semester Examination, Dec. 2014

BJMC - Fifth Semester NEW MEDIA (BJ-501)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: Attempt **FIVE** questions from **PART-A** and **any two** questions from **PART-B**.
Q. No. 1 is compulsory.

- Q.1 Answer **any ten** of the following:
- a) Write down the full form of ARPANET.
 - b) What do you mean by affiliate marketing?
 - c) What do you mean by online curator?
 - d) Write the full form of TIFR and BARC.
 - e) 'Participatory journalism is also known as online journalism'. **True/False**
 - f) Name any two latest 'mobile apps' which are related to information.
 - g) What do you mean by video conferencing?
 - h) Who is Al Gore?
 - i) Define online editing.
 - j) What is Blog carnival?
 - k) What do you mean by E-Governance?
 - l) 'The whole world is going to be a global village'. This statement was given by whom?
 - m) Name the founder of the social networking site 'Face book'.
 - n) What do you mean by Cyber Media?
 - o) The word CPA stands for_____.
- 1x10**

PART-A

- Q.2 Briefly discuss the National Telecommunication Policy (1994). **5**
- Q.3 Discuss in detail the features of Internet. **5**
- Q.4 Explain the pros and cons of New Media. **5**
- Q.5 Write a note on 'Information Superhighway'. **5**
- Q.6 Briefly discuss the features of mobile news technologies. **5**
- Q.7 Write a note on the ethics of online journalism. **5**
- Q.8 Write down the structure of telecom industry in India. **5**
- Q.9 'Online Journalism gives a common platform to all'. Explain. **5**

PART-B

- Q.10 Write a descriptive note on the growth of information technology in India and discuss the National Telecommunication Policy (1984). **17½**
- Q.11 Explain in detail the role of social networking sites in creating social awareness and discuss how do the political parties are using it during elections. **17½**
- Q.12 Write in detail the impact of online journalism on print media. **17½**

End Semester Examination, Dec. 2014

BJMC – Fifth Semester MEDIA MANAGEMENT (BJ-502)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: **Q.1 is compulsory.** Attempt any **FIVE** questions from **Part A** and **TWO** questions from **Part B**.

Q.1 Attempt **any ten**:

- a) What is munadi?
- b) PTI stands for _____.
- c) Akashwani is a channel of AIR. (**True or False**)
- d) What is Mid Day?
- e) FII stands for _____.
- f) What is TAM?
- g) What is a corporative?
- h) Name the first news agency of India.
- i) SITE stands for _____.
- j) Name any two folk dance forms of India.
- k) What is a montage?
- l) Name any two forms of ownership pattern in India.
- m) OB van stands for _____
- n) What is Twitter?
- o) Who is the owner of Hotmail?

1x10

PART-A

- Q.2 Write a short note on FDI. **5**
- Q.3 Discuss the role and responsibilities of a planner. **5**
- Q.4 Throw light on Management Information System in an organization. **5**
- Q.5 Differentiate between sole proprietorship and partnership. **5**
- Q.6 What is the procedure for starting a newspaper? **5**
- Q.7 Write in detail about Reuters and News Corporation. **5**
- Q.8 Briefly explain different stages of production in film making. **5**
- Q.9 Explain trust. **5**

PART-B

- Q.10 Differentiate between the working pattern and organizational structure of Government and private media. **17½**
- Q.11 Write a detail note on problem and prospects of newspaper industry in India. **17½**
- Q.13 Explain the history of news agencies in detail. Discuss their role in growth of media industry. **17½**

End Semester Examination, Dec. 2014

BJMC - Fifth Semester RADIO JOURNALISM (BJ-503)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: Attempt **FIVE** questions from **PART-A** and **any two** questions from **PART-B**.
Q. No. 1 is compulsory.

Q.1 Answer **any ten** of the following:

- a) Who was the first Controller of Broadcasting in India?
- b) When did radio broadcasting start in India?
- c) Who is the present CEO of Prasar Bharti Board?
- d) What is Yuvavani?
- e) In which year did Vividh Bharti services on AIR begin?
- f) What is Voxpop?
- g) The abbreviation ESD and OBV stands for _____.
- h) Who is the current information and broadcasting Minister of India?
- i) Name any two main functions of radio.
- j) What are phone-in programmes on radio?
- k) When did commercials start on Vividh Bharti?
- l) Name two FM channels of AIR.
- m) What is radio documentary?
- n) AIR and DD comes under _____.
- o) FM broadcasting in India started in which year.

1x10

PART-A

- Q.2 What is the scope of radio in India? What are the advantages of radio as a mass medium of communication? **5**
- Q.3 Write down the broadcasting guidelines for AIR. **5**
- Q.4 How is a radio interview different from a radio talk? Explain. **5**
- Q.5 Write short notes on:
a) Community radio
b) Satellite radio **5**
- Q.6 What is Prasar Bharti Board? What are its main functions and objectives? **5**
- Q.7 Discuss in detail the latest trends of radio. **5**
- Q.8 'Radio is a blind man's media'. Explain. **5**
- Q.9 Write down the principles of writing for radio news. How is writing for radio different from television? **5**

PART-B

- Q.10 Explain in detail the history, growth and impact of radio through different ages. **17½**
- Q.11 Write in detail the various formats of radio programmes. **17½**
- Q.12 Define programme planning and discuss in detail the conceptualization and ideation stages in radio. **17½**