

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication) – First Semester
INDIAN GOVERNMENT AND POLITICS (BAJM-101)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

- Q.1 Answer in brief:
- a) How is President of India appointed? 2
 - b) What are the different organs of Indian Government? 2
 - c) What is the eligibility criteria for being CAG in India? 2
 - d) Write down the salient features of Indian Constitution. 3
 - e) What is the primary function of Finance Commission in India? 3
 - f) Explain the powers of High Court in brief. 3
 - g) Throw a light on the functions of Election Commission in India. 5

PART-A

- Q.2 "Fundamental Rights are regarded as Magna Carta of Indian Constitution" Justify the statement. 20
- Q.3 Discuss the role of Lokpal in a democracy. Elaborate the difference between Jan Lokpal Bill and Union Lokpal Bill 2011. 20
- Q.4 Write a detailed note on 'National Human Rights Commission'. 20

PART-B

- Q.5 "Naxalism is a threat to development". Justify the statement. 20
- Q.6 Throw a light on the working and composition of Judiciary in India. 20
- Q.7 "NHRC is the guardian of human rights in India". Justify the statement. 20

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication) – First Semester
INDIAN SOCIETY AND ECONOMY (BAJM-102)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: 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) What is communalism?
- b) Who is the Chairperson of NitiAayog?
- c) FDI and FII stands for _____?
- d) Who is the HRD Minister of India?
- e) Name any two schemes of Government for upliftment of poor.
- f) Write full form of ISIS.
- g) What is PDS?
- h) Bismillah Khan is associated with _____?
- i) Name the Holy book of Christians.
- j) Worli paintings are from which state?
- k) Who founded BrahmaSamaj?
- l) Lavani is the folk dance of which State?

2×10

PART-A

- Q.2 Discuss the impact of 'Freedom Movement' on Indian society. 8
- Q.3 Write in brief about population growth and its impact on economy of a nation. 8
- Q.4 Write short notes on:
a) Farmer's Suicide.
b) Bhakti Movement. 8
- Q.5 Discuss modernization of Indian traditions. How has modernization changed Indian value system? 8
- Q.6 Write a short note on 'significance of studying economics for media students'. 8
- Q.7 Discuss the basic features of Indian economy. 8
- Q.8 What is caste system and casteism ? Discuss in brief. 8
- Q.9 Write a short note on 'Indian Classical Dances'. 8

PART-B

- Q.10 Write a note on 'Major Religions in India'. 20
- Q.11 What do you understand by globalization? Discuss its merits and demerits in detail. 20
- Q.12 What is women empowerment? How does political participation of women aid in their empowerment? 20

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication) – First Semester
INTRODUCTION TO COMMUNICATION AND MEDIA (BAJM-103)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: Attempt SEVEN questions in all; Q.1 is compulsory. Attempt any FOUR questions from Part A and TWO questions from Part B. Marks are indicated against each question.

Q.1 Answer any ten of the following:

- a) Who were Joseph Pulitzer and Hearst?
- b) The word "communication" has been derived from which word and what does it mean?
- c) Write any two functions of Press Trust of India.
- d) Define Tabloid Journalism.
- e) Name any two traditional art forms of Haryana.
- f) What do you mean by agenda setting?
- g) Define 'media accountability'.
- h) Who is regarded as the father of Indian journalism?
- i) Write any two important qualities of a journalist.
- j) What do you mean by delayed feedback?
- k) Write any two advantages of e-newspaper.
- l) What do you mean by cropping?
- m) Distinguish between By-line and Print-line.
- n) Name any two best books on communication theory. 2×10

PART-A

- Q.2 Write a descriptive note on the growth and development of news agencies in India. 10
- Q.3 Discuss in detail the process and elements of communication. 10
- Q.4 "Communication and Culture is inter-related to each other". Discuss. 10
- Q.5 Write down the features of traditional media and discuss how it is different from new media. 10
- Q.6 Explain in detail the growth of regional newspapers in India. 10
- Q.7 Differentiate between TAM and RAM. 10
- Q.8 Explain in detail the functions and attributes of mass communication. 10

PART-B

- Q.9 "The front page of a newspaper carry man's failures and the last page carry the accomplishments". Justify your answer in favor of this. 20
- Q.10 Write a descriptive note on the growth of radio in India. 20
- Q.11 Define communication and explain in detail the various types of communication. 20

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication) –FirstSemester
BASIC LANGUAGE SKILLS (BAJM-104)

Time: 3 hrs.

Max Marks:100

No. of pages:2

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Each questions carry equal marks.

- Q.1 Fill in the blanks with the most appropriate form of verbs given in the bracket:
- a) I (i) _____ (run) for a bus when I (ii) _____ (hit) my foot on something on the pavement and (iii) _____ (fall) over. I tried to get up but (iv) _____ (move). I had a terrible pain in my left foot. I (iv) _____ (sprain) my ankle very badly. I was limping when some passers – by (v) _____ (notice) me. 2x5
- b) Yesterday, a speeding car hit a scooterist, who (i) _____ (fall) unconscious. The poor fellow (ii) _____ (bleed) a lot before he (iii) _____ (rush) to a hospital. The man (iv) _____ (struggle) for help an hour before he (v) _____ (breathe) his last. The doctor (vi) _____ (arrive) too late. 2x5

PART-A

- Q.2 a) You are MohitNayyar, living in 47, Shivalik apartment, Mohan Nagar, Nagpur. Write a letter in 120-150 words to your friend urging him/her to celebrate Diwali without crackers and citing reasons to save environment. 10
- b) Write an essay on 'Global Warming'. 10
- Q.3 The Yamuna river in Delhi has become extremely polluted. It has been reduced almost to a drain. Write an article in about (200) words on the causes of pollution of the Yamuna and how to bring it back to its old glory. You are PrashantBhargav, correspondent to The Times of India. 20
- Q.4 Write an application in about 120-150 words to your principal requesting her to exempt you from taking semester examinations as you are suffering from typhoid. 20

PART-B

- Q.5 a) A number of festivals are celebrated in different part of India in various ways. Write an article in 150 words on 'India – A Country of Festivals'. You are Manisha, editor of your college magazine. 10
- b) Write a CV for the job of a sub-editor in a daily newspaper. 10
- Q.6 Write short notes on (any four):
- a) 5 W's and 1 H and their importance.
- b) Sources of News.
- c) Inverted pyramid style.
- d) Human interest angle in a story.
- e) Book that I have readrecently.
- f) Advertorial.
- g) Film that I have watched recently. 5x4

- Q.7 Acquired Immune deficiency syndrome (AIDS) specialists emphasize that the prevalence of the human immune deficiency virus (HiV) among the middle classes is significantly high. According to an AIDS consultant, the epidemic has now entered its fourth stage and is visible in the birth of a large numbers of children with AIDS. AIDS is the final, life threatening stage of the HIV infection.

People infected with HIV eventually develop symptoms that also may be caused by other less serious conditions. With infection, however these symptoms are pro-longed and often more severe. They include tired ness, fever, loss of appetite and weight. Virus often infects brain and nervous system.

People who inject drugs into their bodies can be exposed to infected blood by sharing needles or injection. HIV is also transmitted through sexual contact, direct contact and transmission from an infected woman to her foetus or through breast feeding.

Question:

- a) Full form of AIDS and HIV.
- b) How does AIDS spread?
- c) How can the spread of AIDS be prevented?
- d) What are the symptoms of AIDS?

5x4

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication) – Second Semester
INTERNATIONAL RELATIONS(BAJM-201)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

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

Q.1 Attempt any ten questions from the following:

- a) What is unipolar world?
- b) Who is the President of USA?
- c) BRICS stands for _____?
- d) Who is the external affairs Minister of India?
- e) Name any International News Agency.
- f) Write full form of ASEAN.
- g) When did USSR disintegrate?
- h) OPEC is _____.
- i) Name the Secretary General of United Nations.
- j) Is UK a member of Brexit?
- k) Which countries are member of SAARC?
- l) What is WTO?
- m) When did World War II end?

2 × 10

PART-A

- Q.2 Define 'international relations' and discuss its nature and scope in brief. 8
- Q.3 Write in brief about India's relation with USA. 8
- Q.4 Write short notes on:
a) Non Aligned movement.
b) United Nations. 4 × 2
- Q.5 Discuss the main causes and consequences of World War-I? 8
- Q.6 Write a note on 'Panchsheel'. 8
- Q.7 Write a short note on state of Germany after World War-II. 8
- Q.8 Discuss India's foreign relation with Pakistan in brief. 8
- Q.9 What are the main points on which India's Foreign Policy is based? 8

PART-B

- Q.10 Write a note on 'international terrorism and the role of new media in it'. 20
- Q.11 What do you understand by global warming? Discuss the causes and effects of climate change in detail. 20
- Q.12 Define Cold War and discuss in detail how it ended. 20

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication) – Second Semester
IT FOR MEDIA (BAJM-202)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

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

Q.1 Attempt any ten questions:

- a) What is an electronic mail?
- b) Name any two software used for page designing.
- c) What do you understand by flash ads?
- d) What is multimedia?
- e) Google + is a _____.
- f) Whatsapp is owned by _____.
- g) What is VFX?
- h) Who invented WWW?
- i) What is IC in computing?
- j) ROM stands for _____.
- k) Name any two secondary storage devices.

2 × 10

PART-A

- Q.2 What is input device? Describe any two devices in brief. 8
- Q.3 What is virtual reality? Explain it with an example. 8
- Q.4 What do you understand by software? Explain them in brief. 8
- Q.5 What is file transfer protocol? 8
- Q.6 What is server? Discuss its role in networking in detail. 8
- Q.7 Name two software which are used for word processing. Explain one software in detail. 8
- Q.8 Discuss the advertisement planning for a website. 8
- Q.9 Write short notes on:
a) CorelDraw.
b) Microsoft PowerPoint. 8

PART-B

- Q.10 What do understand by multimedia components? Discuss them in detail. 20
- Q.11 Why promotion is so important in the world of internet? What are the tools of web promotion? Elaborate them in detail. 20
- Q.12 How central processing unit and control unit works together? Discuss their working in detail. 20

End Semester Examination, Dec. 2016
B.A. (Journalism & Mass Communication) – Second Semester
FILM STUDIES (BAJM-203)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

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

Q.1 Attempt any ten questions:

- a) Name the first Indian film which made its entry to The International Cannes Film festival.
- b) 'ChupkeChupke' was directed by _____.
- c) Who was the lead artist in 'Mother India'?
- d) The famous Indian film 'PatherPanchali' was released in _____.
- e) The script of 'Sholay' was written by _____.
- f) Name the movie for which Amitabh Bachchan won his first national award.
- g) Which bollywood star was known as "Silver jubilee Kumar"?
- h) Which first film started the 100 crore club in Indian cinema?
- i) Name the first film of Anurag Kashyap as director.
- j) Vishal bhardwaj made a film on Shakespeare's play Macbeth. Name the film.
- k) Who directed the famous satire comedy "Jaanebhi do yaaro"?
- l) Name the famous critically acclaimed film directed by Anand Gandhi.
- m) Who is the director of 'the lunch box'?
- n) The debut film of Salman Khan was _____.
- o) "A Wednesday" was directed by _____.

2 × 10

PART-A

- Q.2 What is studio culture? How was it associated with the history of Indian cinema. 8
- Q.3 What is globalization of cinema? 8
- Q.4 How the rise of multiplex affected the film making in India? 8
- Q.5 Discuss the rise of "angry young man" in Indian cinema and its relevance at that time. 8
- Q.6 How the cinema has its impact on culture? Explain it with examples. 8
- Q.7 What is screenplay? Why it is very important to cinematographer? 8
- Q.8 Write down a review of your favorite action film. 8
- Q.9 Why script is called as soul of the film? Justify your answer with suitable examples. 8

PART-B

- Q.10 What are genres of cinema? Discuss in detail with examples. 20
- Q.11 Write down a 5 minutes shooting script of your own story. Script must be in proper format. 20
- Q.12 What do you understand by experimental cinema? Justify your answer in reference of today's cinema. 20

End Semester Examination, Dec. 2016
BJMC–SecondSemester
PRESS LAWS AND HISTORY OF JOURNALISM (BAJM-204)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

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

- Q.1 Answer in brief:
- | | |
|---|---|
| a) Differentiate between Law and Bill. | 2 |
| b) Define Constitution. | 2 |
| c) What do you mean by Sedition? | 2 |
| d) What are the social responsibilities of media? | 3 |
| e) What do you mean by Right to Constitutional Remedies? | 3 |
| f) Justify the existence of News Agencies in media. | 3 |
| g) Do you think current government is anti-minority? Justify your answer. | 5 |

PART-A

- | | |
|--|----|
| Q.2 Explain Intellectual Property Rights in detail. | 20 |
| Q.3 Elaborate the reasons behind the launch of SITE and its outcome in detail. | 20 |
| Q.4 Throw a light on the recommendations of Press Commission of India. | 20 |

PART-B

- | | |
|--|----|
| Q.5 Elaborate recommendations of Press Committees in detail. | 20 |
| Q.6 Throw light on the relevance of Copyright Act in media. | 20 |
| Q.7 Throw a light on Working Journalist Act in detail. | 20 |

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication)–Second Semester
REPORTING AND EDITING (BAJM-205)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each question.

Q.1 Attempt any five of the following:

- a) What do you mean by byline?
- b) Define 'Masthead'.
- c) What is a 'Broad Sheet'?
- d) What is 'Dummy'?
- e) Define 'Lay-out'.
- f) What do you mean by 'advertorial'?
- j) What do you mean by 'cropping'?
- k) 'Reporters are considered as the watch dog of the society'. Discuss in brief. 2x5

PART-A

- Q.2 Write a short note on: 'responsibilities of an investigative journalist'. 10
- Q.3 What are the basic elements of a news story? 10
- Q.4 What are the qualities of a sub-editor? 10
- Q.5 Discuss in detail the skills required for a headline writer. 10
- Q.6 Write a short note on: 'news values'. 10
- Q.7 Discuss in brief the importance of breaking news. 10
- Q.8 Write a note on: 'Inverted Pyramid style of writing'. 10
- Q.9 Differentiate between national and regional newspaper. 10

PART-B

- Q.10 "Journalism is to know something about everything" Do you agree with the statement? If yes, supply your answer in favor of this. 20
- Q.11 What do you mean by an Intro? Discuss in detail the various types of leads in detail with suitable examples. 20
- Q.12 Discuss in detail the various departments of a newspaper organization with its functions. 20

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication) — Third Semester
ENVIRONMENTAL SCIENCES(BAJM-301)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Each question carries equal marks.

Q.1 Answer the following questions(ANY FOUR):

- a) Define environmental studies. Throw a light on the multidisciplinary nature of environmental studies.
- b) What are the major reasons behind water conflicts? Support your answer with relevant examples.
- c) What are the effects of modern agriculture?
- d) Describe the water cycle with the help of a diagram.
- e) Explain the importance of biodiversity.
- f) What do you mean by solid waste management? Write three components of waste management strategy. 5×4

PART-A

- Q.2 Explain the importance and scope of environmental studies. 20
- Q.3 Define deforestation. What are the causes and effects of deforestation? 20
- Q.4 What is an ecosystem? Explain the components that make up an ecosystem in detail. 20

PART-B

- Q.5 Define biodiversity. What are the major threats to biodiversity? 20
- Q.6 Explain the following in detail:
a) Causes and effects of air pollution.
b) Water pollution. 10×2
- Q.7 "With so many natural and man-made disasters occurring, there is need for proper disaster management." Elaborate the statement with suitable examples. 20

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication) — Third Semester
COMMUNICATION THEORY (BAJM-302)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Each question carries equal marks.

Q.1 Answer the following (ANY TEN):

- a) Define 'communication'.
- b) What do you mean by noise?
- c) Write two examples of non-verbal communication.
- d) Mention two skills that are required to be a good communicator.
- e) What do you mean by feedback?
- f) Define group communication with an example.
- g) Write any two differences between verbal and non-verbal communication.
- h) Who is an opinion leader?
- i) Define 'gatekeeping'.
- j) Arrange the following models as per their year of formulation:
 - i) Shannon & Weaver Model.
 - ii) Wilbur Schramm Model.
 - iii) Harold Laswell Model.
 - iv) George Gerbner Model.
- k) Write two functions of mass communication.
- l) Define 'free press'.

2×10

PART-A

- Q.2 What are the elements of communication process? Explain in detail. 20
- Q.3 Explain the different levels of communication? Support your answer with suitable examples. 20
- Q.4 Explain the following theories in details:
 - a) Hypodermic needle theory.
 - b) Individual difference theory.10×2

PART-B

- Q.5 Critically analyse the 'Authoritarian Theory' with relevant examples. 20
- Q.6 Explain the constituents of Schramm's model of communication with the help of a diagram. 20
- Q.7 Make a comparative analysis of Laswell model and Shannon & Weaver model of communication. 20

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication) – Third Semester
ADVERTISING (BAJM-303)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: Attempt SEVEN questions in all; Q.1 is compulsory. Attempt any FOUR questions from Part A and TWO questions from Part B. Marks are indicated against each question.

Q.1 Answer any ten of the following:

- a) What do you mean by marketing?
- b) Define 'public opinion'.
- c) Write down any two economic aspects of advertising.
- d) The abbreviation AIDCA stands for _____.
- e) Name the four stages of PLC.
- f) What do you mean by POP and USP in advertising?
- g) Write down the full form of DAGMAR and PACT.
- h) Name any two techniques of sales promotion.
- i) What do you mean by market segmentation?
- j) Define 'advertising budget'.
- k) Name any two cons of advertising.
- l) What do you mean by surrogate advertising?
- m) Who is regarded as the father of public relations?

2×10

PART-A

- Q.2 Write a note on the growth of advertising in India. 10
- Q.3 Discuss the various advertising appeals with its functions in detail. 10
- Q.4 Write a descriptive note on the advertising agencies with special reference to organizational structure of it. 10
- Q.5 Define budget and write an elaborate note on advertising budget with its approaches. 10
- Q.6 Write short notes on: AAI and ASCI. 10
- Q.7 Explain the tools and techniques of sales promotion in detail. 10
- Q.8 Discuss the social aspects of advertising in detail. 10

PART-B

- Q.9 Write a descriptive note on the various vehicles of communication available for advertising. 20
- Q.10 Write a note on the portrayal of women in Indian advertising with valid examples. 20
- Q.11 Explain in detail the advertising script, writing skills and develop a 40 second TV commercial. 20

End Semester Examination, Dec. 2016
BJMC– ThirdSemester
PHOTO JOURNALISM (BAJM-304)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each questions.

- Q.1 Attempt any ten questions:
- a) What is pinhole camera?
 - b) CMOS stands for_____.
 - c) What is refraction?
 - d) What is UV filter?
 - e) Who invented camera roll?
 - f) What is portrait photography?
 - g) What is flash gun?
 - h) What is caption?
 - i) What is use of light meter?
 - j) What is the focal length of a zoom lens?
 - k) Which software is widely used in photo editing?
 - l) Photography comes from greek words PHOTOS and GRAPHE. What do they mean?
 - m) What is the relationship between shutter and aperture?
 - n) Which chemicals are used in photo film development? 2x10

PART-A

- Q.2 What do you mean by shutter? Explain its importance. 8
- Q.3 Explain basic lighting in studio photo shoot? 8
- Q.4 What is angle of view? Explain it with examples. 8
- Q.5 What are the different accessories for camera? Explain it in detail. 8
- Q.6 Explain the dispersion of light through prism and formation of colors? Draw its diagram. 8
- Q.7 If you are covering a new year party as photographer, what will be the necessary things you need and explain the camera settings also? 8
- Q.8 How photography is a medium of communication? 8
- Q.9 What are the various kinds of photography? Elaborate in detail. 8

PART-B

- Q.10 What do you understand by lighting in photography? Explain various kind of lights used for studio shoot. Draw and elaborate the '3 point lighting'. 20
- Q.11 What are the various principles of photo-composition? Elaborate them with diagrams. 20
- Q.12 Explain the principle of working of SLRcamera. Draw its diagram also. Imagine a photo story for a street beggar small girl. Write down a story which can be clicked. Explain those 5-8 photographs also. 20

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication)– Third Semester
PUBLIC RELATIONS AND CORPORATE COMMUNICATION
(BAJM-305)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

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

- Q.1 Attempt (any ten) of the following:
- a) Name two stake holders of PR.
 - b) Give the full form of PRSA.
 - c) _____ relates to public relations role in helping to bring together organizations and individuals with key stakeholders.
 - d) Attendance at _____ are essential for a PR professional.
 - e) Updating Corporate News, Corporate Blogs, Social Media are _____ trends.
- State TRUE or FALSE:
- f) Public relations deal with reality.
 - g) PR practitioners must have the guts to say no to a client.
 - h) Marketing materials are not important in a business event.
 - i) Community plays an important role in PR.
 - j) The PR field requires multidisciplinary applications.
 - k) Public relations practitioners are obligated to explain problems to the public before these problems become crisis.
 - l) We should have only intuition to reach public. 2x10

PART-A

- Q.2 a) Explain different types of public relations with suitable examples. 10
b) Define public opinion and discuss at least three types of public opinions with suitable examples. 10
- Q.3 a) What is Propaganda? Discuss different types of propaganda. 10
b) Discuss the range of corporate communication in detail. 10
- Q.4 a) A PR professional should have a code of ethics. Discuss this statement in context of business environment. 10
b) How does PR shape the corporate identity of a company? 10

PART-B

- Q.5 a) Discuss the role of PRSI and how is it different from PRSA in the context of Indian society. 10
b) 'Social media and social marketing are interlinked'. Discuss this statement in the context of Maggie Noodles. 10
- Q.6 Discuss corporate social responsibility (CSR) with suitable examples. 20
- Q.7 'Jet airways and Brussels terror attack.' Discuss this in context of crises communication. 20

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication) – Third Semester
MEDIA WRITING (BAJM-GE-01)

Time: 2 hrs.

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Each question carries equal marks.

Q.1 Answer any five of the following:

- a) Define social media in brief.
- b) What do you mean by language?
- c) What do you mean by mediated communication?
- d) What do you mean by objectivity in media writing?
- e) Define a Letter-to-the-Editor.
- f) What do you mean by a Stringer?
- g) Define an editorial.

2×5

PART-A

Q.2 Discuss in detail the elements of language. 10

Q.3 Write a descriptive note on exceptions in media writing. 10

Q.4 Differentiate between social-media writing and print-media-writing. 10

PART-B

Q.5 Write a descriptive note on the historical background of writing. 10

Q.6 Discuss in detail the grammar of writing. 10

Q.7 Explain in detail the writing skills required for a broadcasting professional. 10

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication)–First Semester
HOLISTIC WELLNESS AND LIFE SKILLS (BAJM-OE-02)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. The questions will carry 20 marks each.

Q.1 Write short notes on any two of the following:

- a) Concept of self-confidence.
- b) Gender biasness.
- c) Sense of commitment.

5x2

PART-A

- Q.2 a) Discuss the purposes of life and setting ambitions in brief. 5
b) Describe an individual's role in the modern society in brief. 5
- Q.3 "Decision making ability and disciplines are required for a responsible citizen". Justify. 10
- Q.4 Discuss the art of decision making with suitable examples. 10

PART-B

- Q.5 Write a descriptive note on the role of women in society. 10
- Q.6 "Communication skills are very much required for a successful human being". Explain. 10
- Q.7 "Tobacco and alcohol kills human beings". Justify the statement with suitable examples. 10

End Semester Examination, Dec. 2016
B.A.(Journalism and Mass Communication) –Second Semester
SOCIAL AND CULTURAL HISTORY OF INDIA(BAJM-OE-03)

Time: 2 hrs.

Max Marks: 50

No. of pages: 1

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

Q.1 Write short notes on (any two) of the following:

- a) Theosophical society.
- b) Ram Krishna Mission.
- c) Arya Samaj Movement.

5x2

PART-A

Q.2 Explain the social policy of East India Company in detail.

10

Q.3 Write a descriptive note on the growth of Indian press.

10

Q.4 Explain the role of political parties towards social reforms in detail.

10

PART-B

Q.5 Describe the contribution of Arya Samaj to India society in detail.

10

Q.6 Write a note on: 'social evils of the society'.

10

Q.7 Explain the rise of Brahma Samaj in India in detail.

10

End Semester Examination, Dec. 2016

B.A. (Journalism and Mass Communication) – Second Semester
ORGANIZATIONAL BEHAVIOUR (BAJM-OE 04)

Time: 2 hrs.

Max Marks: 50

No. of pages: 1

Note: Attempt ANY SEVEN questions in all; and Q.1 is compulsory. ANY FOUR questions from PART A, and ANY TWO questions from PART B. Marks are indicated against each question.

Q.1 Fill in the blanks. Attempt any five:

- a) Organizational behaviour is an _____ field.
- b) Organizational behaviour covers the core topics of _____.
- c) Division of labor refers to _____.
- d) The key elements in organizational behaviour are _____.
- e) Organizations are as old as the _____.
- f) Organizational behaviour is valuable for examining _____.
- g) Knowledge of organization helps managers to effectively, know the _____. 2×5

PART-A

- Q.2 Define organization in brief. 5
- Q.3 Why should one study organizational behaviour? 5
- Q.4 Explain any three models of organizational behaviour. 5
- Q.5 What is scientific management approach of organizational behaviour? 5
- Q.6 What is the need of effective communication in any organization? 5

PART-B

- Q.7 What are the qualities that are necessary for a leader to possess for effective working of his team? 10
- Q.8 What are the basic approaches of organizational behavior? Explain in detail. 10
- Q.9 What is the need of a team for a leader? Can a leader sustain without a team? Discuss. 10

End Semester Examination, Dec. 2016
B.A. (Hons.) English — Third Semester
ACADEMIC WRITING (BEH-OE-01)

Time: 2 hrs.

Max Marks: 50

No. of pages: 2

Note: The question paper has THREE sections: A, B and C. Section-A is compulsory. Attempt any TWO questions from Section-B, and any TWO questions from Section-C. Each question carries equal marks.

SECTION-A

Q.1 Write short notes on the following (ANY FIVE):

- a) Summary writing.
- b) MLA style of citation.
- c) Book review.
- d) Academic writing.
- e) Persuasive essay.
- f) Art of Editing.
- g) Plagiarism.

2×5

SECTION-B

Q.2 Write a book review of any book that you have read recently.

10

Q.3 Discuss process, features and conventions of writing in detail.

10

Q.4 Write an essay on the following topics (ANY TWO):

- a) Recycling really makes a difference.
- b) LED lights and its uses.
- c) Effects of domestic violence on children.

5×2

SECTION-C

Q.5 Write a summary of the following paragraph:

Have you ever wondered why soldiers are always clad in green? This is to enable them to camouflage themselves during wartime. Hiding in the jungles, their green attire blend into the surrounding trees and shrubs, making it difficult for the enemies to spot them.

Long before man make use of camouflaging, insects have already adopted the tactic of disguise to escape from the clutches of their predators. By having body colors close to those of the rocks and dried leaves, they catch less attention from the predators and hence escape from being pursued. However, this kind of disguise works only if the insects remain still in the presence of their predators.

Butterflies and moths have developed a variety of camouflage strategies since they are quite defenseless and their predators-birds are abundant in supply. Many moth caterpillars resemble dead twigs while the young of certain species of butterflies appear like bird droppings. Adult butterflies and moths camouflage themselves too, in attempts to escape from their hunters-birds who are superior gliders. Possessing wings which resemble dried leaves help certain butterflies and moths to hide among heaps of dried leaves when predators are around.

Fortunately, not all insects choose the art of disguise to escape from their predators; otherwise, the world would be so dull and colorless. There are insects which assimilate the bright body colors of bees and wasps to escape from being pursued by their predators. The concept of mimicry was derived, owing to the bees and wasps. Long ago, birds have already learnt to avoid brilliantly colored wasps and bees in fear of their painful stings. Hence, over millions of years, many harmless insects have assimilated

the bees and wasps by imitating their bright body colors and shapes. In this way, they appear dangerous to their predators and hence ward them off.

Mimics of the wasps and bees are most commonly found in the gardens. The furry, plump bee-fly not only appears like the bumble bee in terms of body colors, even its hums sound similar too. The only difference is that the bee-fly does not have a sting and is hence harmless. The hoverfly is another insect which imitates the body colors of the wasps. Their bodies are striped yellow and black. The only deviations are that hoverflies do not have stings and they have only one pair of wings each while wasps have two pairs each. These variations are hardly noticed by the predators and hence help them to escape. 10

Q.6 Discuss MLA style of citation and bibliography with examples. 10

Q.7 Discuss what are plagiarism and the responsible use of print and electronic sources. 10

End Semester Examination, Dec. 2016
B.A. (Hons.) ENGLISH–First Semester
ENGLISH GRAMMAR AND LITERARY TERMS (BEH-101)

Time: 3 hrs

Max Marks: 100

No. of pages: 2

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

- Q.1 Rewrite the following sentences as directed in the brackets (Attempt any five):
- a) He is FBI agent (insert appropriate article)
 - b) Iron is (hard) than wood. (Use adjective with appropriate degree of comparison)
 - c) The under killed the lion. (Change into passive voice)
 - d) The athlete was cheered by the crowd. (Change into active voice)
 - e) I (write) a letter yesterday. (Apply the correct form of tense)
 - f) The teacher (teach) her to play the piano. (Apply the correct form of tense)
- 2x5

Write short introduction (any five) of the following:

- g) Elgy.
 - b) Sonnet.
 - c) Ode.
 - d) Satire.
 - e) Pun.
 - f) Metaphor.
- 2x5

PART-A

- Q.2 Attempt (any ten) of the following. Read the sentences carefully and spot the errors. Then rewrite each of the sentences after correcting those errors:
- a) No sooner had I entered the class when the students stood up.
 - b) It is raining, is it?
 - c) The two first chapters of novel are dull.
 - d) I request you to kindly help me.
 - e) Scarcely had he arrived than he had to leave again.
 - f) The phone neither went dead or worked properly.
 - g) The scissors is kept on the table.
 - h) This is a nine-meters cloth.
 - i) By next Christmas, we will have been here for eight years.
 - j) Each of the boy and girl were in straight line.
 - k) There was a big argument about if we should move to a bigger house
 - l) Harish and Manish is friends.
- 2x10
- Q.3 a) Rewrite (any five) of the following sentences after putting the verbs into the correct tense:
- i) I (drink) coffee now.
 - ii) Arun (meet) Seema's sister yesterday.
 - iii) I (buy) a new computer next week.
 - iv) My father (love) seafood.
 - v) She (live) in this city for seven years.
- 2x5
- b) Rewrite (any five) of the following sentences after making the Subject Verb agreement:
- i) Annie and her brothers.(is, are) at school)
 - ii) Either my mother or my father (is, are) coming to the meeting.

- iii) The dog or the cats (is, are) always on the floor.
- iv) George and Tamaara (doesnot), do not) want to see that movie.
- v) One of my sisters (is. Are) going on a trip to France. 2x5

- Q.4 Make sentences of the following adjectives as per the instructions given in the brackets:
- a) less (positive and comparative degree)
 - b) bad (positive and superlative degree)
 - c) difficult (positive and comparative degree)
 - d) dark (positive and superlative degree) 5x4

PART-B

- Q.5 Discuss various types of comedies with appropriate examples. 20
- Q.6 What are the three types of stanzas? Illustrate them with examples. 20
- Q.7 Write short notes on the following:
- a) Paradox and Oxymoron.
 - b) Subjective and Objective Poetry. 20

End Semester Examination, Dec. 2016
B.A. (Hons.) English — First Semester
ROMANTIC POETRY-I (BEH-102)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Each question carries equal marks.

Q.1 Explain the following lines with reference to the context (ANY FOUR):

- a) Season of mists and mellow fruitfulness,
Close bosom-friend of the maturing sun;
Conspiring with him how to load and bless,
With fruit the vines that round the thatch-eaves run.
- b) It is an ancient Mariner,
And he stoppeth one of three,
'By thy long grey beard and glittering eye,
Now wherefore stopp'st thou me?
- c) But O! How oft,
How oft, at school, with most believing mind,
Presageful, have I gazed upon the bars,
To watch that fluttering stranger! And as oft,
With unclosed lids, already had I dreamt,
Of my sweet birth-place, and the old church-tower.
- d) The Rainbow comes and goes,
And lovely is the Rose,
The Moon doth with delight,
Look round her when the heavens are bare.
- e) Drive my dead thoughts over the universe,
Like withered leaves to quicken a new birth!
And, by the incantation of this verse.
- f) Yet some maintain that to this day,
She is a living Child,
That you may see sweet Lucy Gray,
Upon the lonesome wild.

5×4

PART-A

- Q.2 Discuss the supernatural element in "Rime of the Ancient Mariner". 20
- Q.3 "Intimations of immortality from recollections of early childhood" is a representative poem of 19th century Nature Poetry. Discuss and illustrate. 20
- Q.4 Discuss in detail the theme of "Frost at Midnight." Critically analyze the poetic style and tone of the poem. 20

PART-B

- Q.5 "Ode to Autumn" is an appropriate example of Keats's poetry of sensuousness. Do you agree with this statement? Justify your answer by analyzing the poem. 20
- Q.6 How is romanticism different from classicism? Discuss the elements of romantic poetry in detail, giving reference to the major romantic poets. 20
- Q.7 In "Ode to the West Wind" P. B. Shelley wrote "If Winter comes, can spring be far behind"? Is it an optimistic poem? Analyze the poem to justify your answer. 20

End Semester Examination, Dec. 2016
BA (Hons.) ENGLISH–First Semester
VICTORIAN POETRY (BEH-103)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

Q.1 Attempt any four of the following short questions:

- a) That's my last Duchess painted on the wall,
Looking as if she were alive.
- b) Four gray walls, and four gray towers,
Overlook a space of flowers,
And the silent isle imbowers,
The Lady of Shalott.
- c) Sunset and evening star,
And one clear call for me!
And may there be no moaning of the bar,
When I put out to sea.
- d) "..... Nay, we'll go,
Together down, Sir. Notice Neptune, though,
Taming a sea-horse, thought a rarity,
Which Claus of Innsbruck cast in bronze for me".
- e) For tho' from out our bourne of Time and Place,
The flood may bear me far,
I hope to see my Pilot face to face,
When I have crost the bar.
- f) But in her web she still delights,
To weave the mirror's magic sights,
For often thro' the silent nights,
A funeral, with plumes and lights,
And music, came from Camelot:

5x4

PART-A

Q.2 Write a character sketch of the Duke as a possessive and jealous husband in My Last Duchess. 20

Q.3 What are the salient features of a dramatic monologue? Apply some of them to The Last Ride together. 20

Q.4 Attempt a critical appreciation of My Last Duchess. 20

PART-B

Q.5 The Lady of Shalott is engaged in lonely weaving, a traditional mode of women's labor. Her imprisoned isolation is a powerful metaphor for the social, sexual and intellectual repression of women across English history. 20

Q.6 Is Ulysses the King an escapist? Why/ Why not. Elaborate in detail. 20

Q.7 Describe the themes of The Goblin Market. 20

End Semester Examination, Dec. 2016
B.A. (Hons.) English — First Semester
ENGLISH PROSE (BEH-104)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Each question carries equal marks.

Q.1 Explain the following lines with reference to the context (ANY FOUR):

- a) ... Then I told what a tall, upright, graceful person their great-grandmother Field once was; and how in her youth she was esteemed the best dancer—here Alice's little right foot played an involuntary movement, till upon my looking grave, it desisted—the best dancer...
- b) ... though he had not been dead an hour, it seemed as if he had died a great while ago, such a distance there is betwixt life and death; and how I bore his death as I thought pretty well at first, but afterward it haunted and haunted me; and though I did not cry or take it to heart as some do, and as I think he would have done if I had died, yet I missed him all day long, and knew not till then how much I had loved him.
- c) Travel, in the younger sort, is a part of education; in the elder a part of experience. He that travelled into a country, before he hath some entrance into the language, goes to school, and not to travel. Some books are to be tasted, others to be swallowed, and some few to be chewed and digested.
- d) ... let him be rather advised in his answers, than forward to tell stories: and let it appear that he doth not change his country manners for those of foreign parts; but only prick in some flowers of that he hath learned abroad into the customs of his own country.
- e) Crafty men contemn studies, simple men admire them, and wise men use them; for they teach not their own use; but that is wisdom without them, and above them, won by observation. Read not to contradict and confute; nor to believe and take for granted; nor to find talk and discourse; but to weigh and consider.
- f) Reading makes a full man; conference a ready man; and writing an exact man. And therefore, if a man write little, he had need have a great memory; if he confer little, he had need have a present wit: and if he read little, he had need have much cunning, to seem to know, that he doth not. Histories make men wise; poets witty; the mathematics subtle; natural philosophy deep; moral grave; logic and rhetoric able to contend.

5 × 4

PART-A

- Q.2 Who is considered the Father of English essays? Discuss his art of essay writing in detail giving reference to the essays you have read. 20
- Q.3 What is the difference between a subjective essay and an objective essay? Discuss in detail the origin and development of essay in English literature as a genre. 20
- Q.4 Discuss Charles Lamb as an Essayist. How are his essays different from the essays of Sir Francis Bacon? Discuss. 20

PART-B

- Q.5 Critically analyze the essay of Studies. 20
- Q.6 What are Bacon's views about travelling to a foreign country in the essay of Travel? Discuss the language and style of the essay. 20
- Q.7 Discuss and analyze in detail "Dream Children: a Reverie" as a personal essay. 20

End Semester Examination, Dec. 2016
B.A. (Hons.) English — First Semester
ENGLISH DRAMA-I (BEH-105)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Each question carries equal marks.

Q.1 Explain the following passages reference to the context (ANY FIVE):

- a) What a piece of work is a man!
How noble in reason, how infinite in faculties,
In form and moving how express and admirable,
In action how like an angel, in apprehension how like a god!
- b) Oh, my offence is rank. It smells to heaven,
It hath the primal eldest curse upon't,
A brother's murder.
- c) To be, or not to be: that is the question:
Whether 'tis nobler in the mind to suffer,
The slings and arrows of outrageous fortune,
Or to take arms against a sea of troubles,
And by opposing end them?
- d) Men have died from time to time, and worms have eaten them, but not for love.
- e) And this our life, exempt from public haunt,
Finds tongues in trees, books in the running brooks,
Sermons in stones, and good in everything.
- f) Sweet are the uses of adversity,
Which, like the toad, ugly and venomous,
Wears yet a precious jewel in his head.

4 × 5

PART-A

- Q.2 Assess As You Like It as a characteristic Shakespearean comedy. How the atmosphere of sorrow and suffering in the play transformed into happiness and bliss? 20
- Q.3 In As You like It the playwright juxtaposes a corrupt court vis-a-vis the idyllic Forest of Arden. Compare and contrast the court and the pastoral life as presented in the play. 20
- Q.4 Write an essay on the plot structure of As You Like It. 20

PART-B

- Q.5 Though Hamlet ends with a somber note, the reconciliation and order arrived towards the end gives the impression of "paradise regained". Do you agree? 20
- Q.6 Can Hamlet be termed as a tragedy of revenge? Discuss. 20
- Q.7 Is the gravedigger scene Hamlet's ultimate teacher? Explain. 20

End Semester Examination, Dec. 2016
B.A. (Hons.) ENGLISH–Second Semester
HOLISTIC WELLNESS AND LIFE SKILLS(BEH-201)

Time: 2hrs

Max Marks: 50

No. of pages: 1

Note: Question paper has TWO parts A and B. All parts are compulsory. Attempt any Four questions from PART-A and TWO questions from PART-B.

PART-A

- Q.1 What is life and why should one set ambitions and goals in life? Explain. 5
- Q.2 What are the benefits of exercise on different body systems? 5
- Q.3 Define self-esteem and self-confidence. How can one gain both? Explain. 5
- Q.4 Explain the importance of gender sensitivity and its understanding in brief . 5
- Q.5 Why should we develop regard for our parents and teachers? How is it important to respect others 'viewpoint'? 5
- Q.6 Define mental well-being and also differentiate between physical and mental well-being-ness. 5

PART-B

- Q.7 What are communication skills and how are they important for leading a successful life? Discuss its barriers in detail. 15
- Q.8 Define ethics, values, commitment and loyalty. How can we discover our own true-self and competencies? Explain. 15
- Q.9 What is 'yoga and meditation'? How do they help us for our physical and mental well-being? Explain. 15

End Semester Examination, Dec. 2016
B.A. (Hons.) ENGLISH–Second Semester
ENVIRONMENTAL STUDIES (BEH-202)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE question in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

- Q.1 Explain any four of the following:
- a) Describe aquatic ecosystem.
 - b) Write about structure and function of an ecosystem.
 - c) Define and differentiate between food chain and food web with a diagram.
 - d) What are the types of biodiversity conservation?
 - e) Write a note on Global warming.
 - f) What are the factors responsible for environmental degradation? 5x4

PART-A

- Q.2 Define the term 'environment'. Bring out how Environmental Science is considered multidisciplinary as well as an interdisciplinary subject?
20
- Q.3 Differentiate between renewable and non-renewable resources. Give examples for both renewable and non-renewable resources.
20
- Q.4 "Sustainable management of natural resources is essential to provide livelihood and environmental security". Discuss the statement.
20

PART-B

- Q.5 Explain various sources of noise pollution and list out its control methods in detail. 20
- Q.6 What is a disaster? Why should we be concerned about disasters? Discuss the importance of disaster preparedness with special reference to issues and problems in it.
20
- Q.7 Explain the environmental problems posed by population explosion in detail.
20

End Semester Examination, Dec. 2016
B.A. (Hons.) ENGLISH – Second Semester
ENGLISH NOVEL-I (BEH-203)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

- Q.1 Answer in brief (any four):
- a) Why is 'David Copperfield' an autobiography?
 - b) Analyze the character of Mr. Bennet.
 - c) Discuss the theme of marriage in Pride and Prejudice?
 - d) "Nothing is more deceitful than the appearance of humility." Explain.
 - e) Define a Novel and what are its qualities.
 - f) 'In their death they were not divided'. Describe the act of reconciliation between Maggie and Tom. 5 × 4

PART-A

- Q.2 In what various ways does David Copperfield illustrate the chief merits and defects of Dickens as a novelist? 20
- Q.3 Discuss how the characters in the novel are closely related to the theme of Pride and Prejudice? 20
- Q.4 What are the prominent characteristics of the Victorian Age? Describe them in detail. 20

PART-B

- Q.5 What is the theme and basic idea of the novel The Mill on the Floss? 20
- Q.6 Discuss the theme of marriage in Pride and Prejudice. 20
- Q.7 What are the various factors which make David Copperfield a great autobiographical novel? 20

End Semester Examination, Dec. 2016

B.A. (Hons.) ENGLISH– Second Semester
ELIZABETHAN DRAMA (BEH-204)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

Q.1 Attempt the following questions (any four):

(Explain with reference to the context:)

- a) He is well paid that is well satisfied,
And I, delivering you, am satisfied,
And therein do account myself well paid.
- b) It is enthroned in the hearts of kings;
It is an attribute to God himself,
And earthly power doth then show likest God's,
When mercy seasons.
- c) One drop would save my soul, half a drop: ah, my Christ!
Let Faustus live in hell a thousand years,
A hundred thousand, and at last be saved!
- d) Nothing so sweet as magic is to him,
Which he prefers before his chiefest bliss.
- e) Cover her face; mine eyes dazzle: she died young,
- f) Write down the character of Bosola in The Duchess of Malfi.

5 × 4

PART-A

Q.2 Write an essay on Shakespearean comedy. Apprise critically The Merchant of Venice as a characteristic Shakespearean comedy. 20

Q.3 Bring out the salient features of Portia. In what ways, he turns the table on Shylock in the famous trial scene. 20

Q.4 Bring out the dramatic significance of Act-V. What role this play is presenting Shakespeare's vision of 'Paradise Regained', as reflected at the end of each Shakespearean comedy? 20

PART-B

Q.5 Discuss the Renaissance element in Dr. Faustus by Christopher Marlowe. 20

Q.6 What is the relevance of the showcase of the Seven Deadly Sins in Dr. Faustus? Explain in detail. 20

Q.7 Write down the character sketch of the Duchess on the basis of your reading The Duchess of Malfi. 20

End Semester Examination, Dec. 2016
B.A. (Hons.) English–Second Semester
ELEGY AND SATIRE (BEH-205)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt ANY TWO questions from Part A and ANY TWO questions from Part B. Each questions carry equal marks.

Q.1 Explain the following passage with reference to the context (**ANY FOUR**):

- a) "Beneath those rugged elms, that yew-tree's shade,
Where heaves the turf in many a mould'ring heap,
Each in his narrow cell forever laid,
The rude forefathers of the hamlet sleep".
- b) "A transient Calm the happy Scenes bestow,
And for a Moment lull the Sense of Woe,
At length awaking, with contemptuous Frown,
Indignant Thales eyes the neighb'ring Town."
- c) "But scarce observ'd the Knowing and the Bold,
Fall in the gen'ral Massacre of Gold,
Wide-wasting Pest! that rages unconfin'd,
And crowds with Crimes the Records of Mankind."
- d) What do you think is Swift satirizing with the description of the Laputians?
- e) How does the controversy between the Big-Endians and the Small-Endians represents?
- f) What is the purpose of Swift in writing Gulliver's Travels? **5x4**

PART-A

- Q.2 How does the voyage to Houyhnhnm seem to suggest model of better living? **20**
- Q.3 Do you think that Swift is a misanthrope? Discuss with reference to Gulliver's Travels. **20**
- Q.4 What do you mean by satire? What are the different types of satire? Write down the characteristics of satire. **20**

PART-B

- Q.5 What are the moralistic views expressed in the poem "Vanity of Human Wishes" by Samuel Johnson? Discuss. **20**
- Q.6 Samuel Johnson's "London" is part of the eighteenth century genre of imitation or Neoclassicism. On which work is this poem based and what is the theme of the poem? Discuss. **20**
- Q.7 Write a critical appreciation of "Elegy written in a Country Churchyard." **20**

End Semester Examination, Dec. 2016
B.A. (Hons.) ENGLISH–Second Semester
CLASSICAL LITERATURE (INDIAN) (BEH-206)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Attempt any five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

Q.1 Explain the following passage with reference to the context (any four):

- a) *A flower whose fragrance none has dared to smell,
Spring's tenderest shoot no profaning finger's have plucked;
Fresh honey whose taste no lip has relished;
A gem glowing inviolate.*
- b) *The bitterness of parting is not your alone;
Look around and see how the holy grove grieves;
Knowing the hour of parting from you is near.*
- c) *Faith, promise, performance,
The three have happily come together.*
- d) *Neither the kings of the Gods, nor Yama, nor Varuna, nor even the overlord of the Guhyakas has wealth as is found at Yudhisthira's. And since I have seen the allsurpassing wealth of the Pandava, I find no peace in my burning heart.*
- e) *To save the family, abandon a man; to save the village, abandon a family; to save the country, abandon a village; To save the soul, abandon the earth...*
- f) *Then go to the game and.....ask in the assembly^v Bharata,
whom did you lose first, yourself or me?'*

5x4

PART-A

- Q.2 Appraise *Abhijnanasakuntalam* as a mature comedy of romantic love. 20
- Q.3 Critically examine the dramatic significance of the loss of the signet ring in *Abhijnanasakuntalam*. Do you agree that fate rules supreme in the world of the play? 20
- Q.4 Critically appraise the Seventh Act "*Shakuntala's Prosperity*" of *Abhijnanasakuntalam*. 20

PART-B

- Q.5 In what circumstances the game of dicing was arranged? What is at stake in the game? 20
- Q.6 Critically analyse Draupadi's humiliation in the assembly hall. Was this the prelude to the Great War of The Mahabharata? 20
- Q.7 Critically assess the role of Vidura in the assembly hall. Why is he unable to prevent the game of dicing? 20

End Semester Examination, Dec. 2016
B.A. (Hons.) English — Third Semester
MODERN POETRY-I (BEH-301)

Time: 3 hrs.

Max Marks: 100

No. of pages: 2

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Each question carries equal marks.

Q.1 Explain the following lines with reference to the context (ANY FOUR):

- a) Let us go then, you and I,
When the evening is spread out against the sky,
Like a patient etherized upon a table;
Let us go, through certain half-deserted streets,
The muttering retreats.
- b) I take my hat: how can I make a cowardly amends,
For what she has said to me?
You will see me any morning in the park,
Reading the comics and the sporting page,
Particularly I remark.
- c) Things fall apart; the centre cannot hold;
Mere anarchy is loosed upon the world,
The blood-dimmed tide is loosed, and everywhere,
The ceremony of innocence is drowned;
The best lack all conviction, while the worst,
Are full of passionate intensity.
- d) An aged man is but a paltry thing,
A tattered coat upon a stick, unless,
Soul clap its hands and sing, and louder sing,
For every tatter in its mortal dress.
- e) The woods are lovely, dark and deep,
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.
- f) Something there is that doesn't love a wall,
That sends the frozen-ground-swell under it,
And spills the upper boulders in the sun;
And makes gaps even two can pass abreast.
- g) He worked in a factory and never got fired,
But satisfied his employers, Fudge Motors Inc.
Yet he wasn't a scab or odd in his views,
For his union reports that he paid his dues.
- h) He disappeared in the dead of winter:
The brooks were frozen, the airports almost deserted,
The snow disfigured the public statues;
The mercury sank in the mouth of the dying day.

5 × 4

PART-A

- Q.2 Discuss "Love song of J. Alfred Prufrock" as a representative modern poem. 20
- Q.3 Poetry of T. S. Eliot represents a clear departure from the 19th century poetic statement and standpoint. Discuss and illustrate. 20
- Q.4 Critically analyze the poem "The Second Coming". 20

PART-B

- Q.5 Discuss the symbolism of the poem "Stopping by the woods on the snowy evening." 20
- Q.6 Evaluate and analyze "The unknown citizen" by W.H. Auden. 20
- Q.7 Discuss 'Wilfred Owen' as a war poet. 20

End Semester Examination, Dec. 2016
B.A. (Hons.) ENGLISH – Third Semester
ENGLISH DRAMA- II (BEH-302)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

Q.1 Attempt the following in brief (any four):

(Explain with reference to the context:)

- a) Write down four characteristics of Comedy of Manners?
- b) Write a note on the Character of Snake.
- c) Write a note on art of characterization in Volpone.
- d) Dilate the theme of money lending in The School for scandal.
- e) Write a note on dramatic significance of Volpone's wooing of Celia.
- f) Write a short note on the Prologue of The Volpone.

5 × 4

PART-A

Q.2 [How does Jonson use comedy as an instrument of moral vision?](#) 20

Q.3 "Honour! tut, a breath: There's no such thing, in nature: a mere term invented to awe fools." What does this line in the Volpone signify? 20

Q.4 "Volpone can be considered as a greed and morality play". Discuss. 20

PART-B

Q.5 The School for Scandal is a comedy of manners, satirizing the social values, virtues, and vices of its time. What might a contemporary comedy of manners look like? What aspects of today's values might you choose to satirize? Where might the play take place? What might the characters be named? Is there an equivalent in today's world to Lady Sneerwell's School for Scandal? 20

Q.6 Sheridan was a male writer writing about marriage and women. See what you can discover about the roles of women in London society of the later eighteenth century and then consider whether or not Sheridan portrays women "accurately." Do you think that Sheridan's portrait of marriage accurately reflects the historical reality of his times? 20

Q.7 "School for Scandal abounds with wit and humour". Elucidate. 20

End Semester Examination, Dec. 2016
B.A. (Hons.) ENGLISH – Third Semester
ENGLISH NOVEL - II (BEH-303)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

Q.1 Explain (any four) with reference to the context:

- g) "She felt as if the navel string that had connected its frail body with hers had not been broken. A wave of hot love went over her to the infant".
- h) "The family life withdrew, shrank away, and became hushed as he entered. But he cared no longer about his alienation".

- i) "In contact with Miriam he gained insight; his vision went deeper. From his mother he drew the life warmth, the strength to produce; Miriam urged this warmth into intensity like a white light".
- j) Emma has been called a "hopeless romantic." How and why does she become this kind of person? What was Emma's education like?
- k) What is Homais's role in the novel Madame Bovary?
- l) Discuss the ending of Madame Bovary. 5 × 4

PART-A

- Q.2 "The pen portrait of Paul Morel is a psycho- analytical study of great power." How far do you agree with this statement? Analyze the character of Paul Morel as portrayed by D. H. Lawrence in Sons and Lovers. 20
- Q.3 Discuss Sons and Lovers as a great transitional novel. 20
- Q.4 Discuss Mrs. Morel's role in Sons and Lovers as the driving force for all the action from the beginning to the end of the novel. 20

PART-B

- Q.5 Discuss the theme of love and romance in Madame Bovary. 20
- Q.6 Compare and contrast Charles and Rodolphe. What are their attitudes about love? How does each respond to Emma? 20
- Q.7 Is Emma ever happy? What does or would it take to satisfy her? Is anyone to blame for her discontent? 20

End Semester Examination, Dec. 2016
B.A. (Hons.) ENGLISH–Third Semester
TWENTIETH CENTURY INDIAN WRITING-I (BEH-304)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Attempt any five questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

- Q.1 Explain the following passage with reference to the context (any four):
- a) *"My mother only said,
Thank God the scorpion picked on me,
And spared my children".*
 - b) *"I heard him say: My daughter, she just turned fifteen...
Feel her. I'll be back soon, your bus leaves at nine,
The sky fell on me, and a father's exhausted wile,
Long and lean, her years were cold as rubber."*
 - c) *'I am willing' he said, 'to serve my country; but my worship I reserve for Right which is far greater than my country. To worship my country as a God is to bring a curse upon it.'*
 - d) *"You are my prince Sidharta, I see", she replied with a smile. "But do not let the torrent of your feelings end by sweeping me away also"
"Sidharta took his vow alone, I want ours to be a joint arrangement"*
 - e) *What, according to Premchand, is the true meaning of friendship as portrayed in the short story "The Holy Panchayat"?*
- 5x4

PART-A

- Q.2 Attempt a critical analysis of the poem 'Hunger' by Jayanta Mahapatra. 20
- Q.3 Discuss 'Toba Tek Singh' as a critique of partition and communalism. 20
- Q.4 Discuss the representation of women in Indian literature with special reference to 'Lihaf'. 20

PART-B

- Q.5 Why does Bimla reject Sandip and goes back to her husband? Bring out the conflict going within her psyche. 20
- Q.6 'The Holy Panchayat' is a story about friendship and communal harmony. "Comment". 20
- Q.7 Nissim Ezekiel's poem 'Enterprise' describes a metaphorical journey towards a specific goal. "Comment". 20

End Semester Examination, Dec. 2016
B.A. (Hons.) English -Third Semester
HISTORY OF ENGLISH LITERATURE (BEH-DE-01)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all. Q.1 is Compulsory. Attempt any TWO questions from Part-A and TWO questions from Part-B. Each question carries equal marks.

Q.1 Answer any FOUR from the following:

- a) Who was the father of English Novel? What was his contribution?
- b) What is renaissance Humanism?
- c) Elaborate on the Shakespearean Tragedies and its features with examples.
- d) Highlight the features of the Commonwealth age.
- e) Bring out the chief beauty of the Romantic age and its features.
- f) Write a short note on Dryden as a Satirist.

2½x4

PART-A

- Q.2 Highlight the features from the pre-Chaucerian to the Chaucerian period. 10
- Q.3 How did Ben Jonson contribute to the English Drama? 10
- Q.4 Bring out the contribution of John Donne and his followers in the Metaphysical School of Poetry. 10

PART-B

- Q.5 Give a brief account of the social, political and literary tendencies of the restoration age of the age of Dryden. 10
- Q.6 The 18th century was the age when a new literary genre – novel was established as the most outstanding and enduring form of literature. Explain the Birth of Novel. 10
- Q.7 What were the reasons of shift from the Romantic age to the Victorian age? Highlight the chief features of the Victorian age. 10

End Semester Examination, Dec. 2016
B.A. (Hons.) English — First Semester
CREATIVE WRITING (BEH-GE-01)

Time: 2 hrs.

Max Marks: 50

No. of pages: 1

Note: Attempt THREE questions in all. Part-A is compulsory. Attempt any TWO questions from Part-B. Marks are indicated against each question.

PART-A

- Q.1 Answer in brief:
- a) Mention any two forms of creative compositions and discuss their features.
 - b) What are the features of creative writing that distinguish it from non-creative writing? Discuss.
 - c) Discuss briefly the 7 Cs of writing.
 - d) How is drama different from a short story? Discuss. 5 × 4

PART-B

- Q.2 Write a short story beginning with the sentence “....It was my first job interview.....” 15
- Q.3 Write your views on the topic “Environmental Pollution.” 15
- Q.4 Two fathers meet and discuss the career prospects for their children. Write their dialogues. 15

End Semester Examination, Dec. 2016
B.A. (Hons.) English — First Semester
COMMUNICATION SKILLS IN ENGLISH (BEH-GE-02)

Time: 2 hrs.

Max Marks: 50

No. of pages: 2

Note: The question paper has THREE Sections: A, B and C. Section-A is compulsory. Attempt any TWO questions from Section-B, and any TWO questions from Section-C. Each question carries equal marks.

SECTION-A

- Q.1 Spot the errors in the following sentences and rewrite them after correcting those errors:
- a) He was quite amusing when he heard what had happened.
 - b) Turn left by the crossroads when you reach it.
 - c) He have been working here for some time.
 - d) He stopped to see if he could picked up the trail.
 - e) Although he jumped aside, but the stone hit him.
 - f) I decided to climbed to the top of the hill to get a better view.
 - g) He jumped down after shouted a warning to those standing below.
 - h) After a few minutes, I look up and saw that it was getting dark.
 - i) I saw the blind man crossed the busy road without any help.
 - j) The robber gave the victim an hard blow.
- 1 × 10

SECTION-B

- Q.2 Elaborate on the art of listening. Discuss its types with examples. 10
- Q.3 Discuss the four types of readings? Discuss with examples. 10

- Q.4 Read the following passage carefully:
Water pollution is the contamination of water bodies (e.g. lakes, rivers, oceans, aquifers and groundwater). This form of environmental degradation occurs when pollutants are directly or indirectly discharged into water bodies without adequate treatment to remove harmful compounds.
Water pollution affects the entire biosphere – plants and organisms living in these bodies of water. In almost all cases the effect is damaging not only to individual species and population, but also to the natural biological communities. Water pollution is a major global problem which requires ongoing evaluation and revision of water resource policy at all levels (international down to individual aquifers and wells). It has been suggested that water pollution is the leading worldwide cause of deaths and diseases, and that it accounts for the deaths of more than 14,000 people daily. An estimated 580 people in India die of water pollution related illness every day. About 90 percent of the water in the cities of China is polluted. As of 2007, half a billion Chinese had no access to safe drinking water. In addition to the acute problems of water pollution in developing countries, developed countries also continue to struggle with pollution problems. For example, in the most recent national report on water quality in the United States, 44 percent of assessed stream miles, 64 percent of assessed lake acres, and 30 percent of assessed bays and estuarine square miles were classified as polluted. The head of China's national development agency said in 2007 that one quarter the length of China's seven main rivers were so poisoned the water harmed the skin. Water is typically referred to as polluted when it is impaired by anthropogenic contaminants

and either does not support a human use, such as drinking water, or undergoes a marked shift in its ability to support its constituent biotic communities, such as fish. Natural phenomena such as volcanoes, algae blooms, storms, and earthquakes also cause major changes in water quality and the ecological status of water.

Answer the following questions:

- a) When does water pollution occurs? 2
- b) When is water referred to as polluted? 2
- c) How is water pollution affecting the entire biosphere? 2
- d) Write the summary of the passage giving suitable title to it. 4

SECTION-C

- Q.5 Write a conversation between two friends who are discussing about the benefits of sports in life. 10
- Q.6 Write a letter to the Editor of a newspaper expressing your views on the rising cases of crime against women. 10
- Q.7 Write a paragraph of 200 words on following topics(ANY ONE):
 - a) My favorite book.
 - b) Women empowerment.
 - c) Uses of technology in classroom. 10

End Semester Examination, Dec. 2016
B.A. (Hons.) English — First Semester
COMMUNICATION SKILLS IN ENGLISH (BEH-GE-02)

Time: 3 hrs.

Max Marks: 50

No. of pages: 2

Note: The question paper has THREE Sections: A, B and C. Section-A is compulsory. Attempt any TWO questions from Section-B, and any TWO questions from Section-C. Each question carries equal marks.

SECTION-A

Q.1 Spot the errors in the following sentences and rewrite them after correcting those errors.

- a) I have returned all the books to the library yesterday.
- b) Each man and each woman have the right to vote.
- c) Walking along the road, a bus ran over the old man.
- d) He is studying hard for the last two weeks.
- e) My father knows well to teach English.
- f) We want a new house to live.
- g) I waited for you since 9 o'clock in the morning.
- h) James is suffering from fever since yesterday.
- i) Neither Ann nor Mary has arrived.
- j) I will call on you before I will leave.

1 × 10

SECTION-B

Q.2 Discuss the art of listening. Discuss its types with examples 10

Q.3 What are the four types of readings? Discuss with examples 10

Q.4 Read the following passage carefully:

Social environment includes cultural norms and values. Political, economic and religious institutions constitute an important part of the social milieu and often decide how the environmental resources will be utilized by people and for whose benefit these will be utilized. As such, these factors put constraints on resource utilization.

The social environment can be understood in terms of broad structural arrangements of the society. Let us first be clear about what we mean by social structure. Social structure has been described as the network of social institutions. It is a complex of various groups and institutions, which constitute the society. Family is one of the basic institutions of social organization. In the wide context of the socio-cultural environment, it performs various functions including reproduction of humans, socialization of children, transferring of cultural traditions from one generation to another, and so on. Functions of the family are varied in nature, based on the norms, values, beliefs and morals of the society.

Group of families live together and form communities. These communities could be classified on the basis of their occupation, religious faith, country, etc., and together they form the society within a geographical boundary. Thus, society can be called a group of interacting people who live in a specific geographical area, who are organized in a cooperative manner and who share a common culture.

Now answer the following questions:

- a) What decides how the environmental resources will be utilized? 2
- b) What function does family performs? 2

- c) How can the communities be classified? 2
d) Write the summary of the passage giving suitable title to it. 4

SECTION-C

- Q.5 Write a conversation between two friends debating on the advantages and disadvantages of social media. 10
- Q.6 Write a letter to the head of the department seeking an apology for coming late for an examination. 10
- Q.7 Write a paragraph of 200 words on following topics: (ANY ONE)
- a) My hobby.
 - b) Gender discrimination.
 - c) Importance of sports. 10

End Semester Examination, Dec. 2016
B.A. (Hons.) ENGLISH – Second Semester
BUSINESS COMMUNICATION (BEH-GE-03)

Time: 2hrs

Max Marks:50

No. of pages:1

Note: Question paper has THREE SECTIONS A, B and C. All Sections are compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Attempt any two questions from the questions given below:

- a) Define 'communication'. Distinguish between verbal and non-verbal communication.
- b) What do you understand by informal communication? For an organization, is it required to suppress informal communication? Give reasons for your answer.
- c) What is an agenda? Discuss its advantages in brief.
- d) Define 'report'. Discuss its importance and features in brief. 5 × 2

SECTION-B

Q.2 Attempt any two questions from the following:

- a) What do you understand by barriers of communication? Discuss the various types of barriers in detail.
- b) What are the different directions or channels of communication flow? Discuss each type in detail.
- c) What are the various steps of conducting a meeting? Explain each step in detail, explaining the terms: Notice, Agenda, Quorum and Minutes of Meeting in the context of conducting a meeting. 10 × 2

SECTION-C

Q.3 Attempt any two questions from the following:

- a) You have recently purchased a laptop from an online store. The laptop is not working efficiently. Prepare an e mail requesting for a replacement of the laptop.
- b) Assume that you are the Sports Officer of your college. Write a letter to order various sportsequipment's from Mehra and Sons Pvt. Ltd. assume the other details.
- c) Assume that you are the student coordinator of Blood Donation Camp organized by theUniversity. Write a report on this Blood Donation Camp. 10 × 2

End Semester Examination, Dec. 2016
B.A. (Hons.) Economics– First Semester
MS-OFFICE(BHE-101)

Time: 3 hrs.

Max Marks:50

No. of pages:1

Note: Attempt FIVE questions in all;Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

Q.1 Answer the following questions:

- a) What is the extension of a word file?
- b) Write the short cut key for undo a statement.
- c) Write any two formula in Excel.
- d) How many sheets are there in a worksheet in Excel by default?
- e) Write the shortcut key to run a presentation.
- f) Write the shortcut key to make a text in italics.
- g) How to select all the contents of a word-file?
- h) What is the shortcut key for spell-check?

State whether TRUE or FALSE:

- i) An Excel Sheet is also required for mail-merge.
- j) A user can change background of all presentation pages by one click. 1 × 10

PART-A

Q.2 What is word processor? Write its advantages, limitations and use of word applications in different business areas. 10

Q.3 How to create an organization chart of picture in MS-Word? Also, prepare a document for the elaboration of the above chart. 10

Q.4 Create a power point presentation of any topic and do the listed operations:
a) Open, Save and Run the presentation.
b) Convert a ppt file to pptx and print the file in a slide layout form. 5 × 2

PART-B

Q.5 Create a power point presentation about your previous school, using sound and animation effects. Also, make a slideshow with a timer and autorun of presentation. 10

Q.6 What is an electronic spread sheet? Write its concept, advantages and business uses in different areas. 10

Q.7 a) Create a bar graph and a pie chart of the following data:

x	10	20	30	40	50	Bar Graph
y	3.8	5	2.9	3	4	
α	12.5	15.5	22	30	20	Pie Chart

b) Create a data sheet for your class having atleast 5 Columns and 5 Rows. 7
3

End Semester Examination, Dec. 2016
B.A. (Hons.) Economics — First Semester
MATHEMATICS FOR ECONOMICS(BHE-102)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Each question carries equal marks.

Q.1 Answer the following questions:

- What do you mean by symmetric difference of two sets?
- Differentiate w.r.t. x : $a^x = y$.
- Find roots of a quadratic equation $x^2 - 5x + 4 = 0$.
- Construct a 3×3 matrix whose elements are $a_{ij} = i - j$.
- What do you mean by upper triangular matrix?
- Evaluate: $\int (x^3 + 3x + 4) dx$.
- Define homogeneity of a function.
- If $A = \begin{bmatrix} 1 & 3 \\ 2 & -1 \end{bmatrix}$ and $B = \begin{bmatrix} 2 & 0 \\ 1 & 3 \end{bmatrix}$; find AB .
- Write in set builder form; $A = \{-2, -1, 0, 1, 2, 3\}$.
- Find A , if $A \times B = \{(1, 2), (1, 3), (2, 2), (2, 3)\}$.

2 × 10

PART-A

Q.2 a) Solve the following system of linear equations by using Cramer's rule:

$$x + y + z = 6$$

$$x - y + z = 2$$

$$2x + y - z = 1$$

8

b) If $A = \begin{bmatrix} 1 & 0 & -2 \\ 2 & 2 & 4 \\ 0 & 0 & 2 \end{bmatrix}$; then show that $A^2 - 3A + 2I = 0$.

7

c) Find } and ~ if:

$$\begin{bmatrix} 2 & -3 \\ 1 & \} \end{bmatrix} \begin{bmatrix} 1 & 5 & \sim \\ 0 & 2 & -3 \end{bmatrix} = \begin{bmatrix} 2 & 4 & 1 \\ 1 & -1 & 5 \end{bmatrix}$$

5

Q.3 a) If $y = (x + \sqrt{x^2 + a^2})^n$, show that $\frac{dy}{dx} = \frac{ny}{\sqrt{x^2 + a^2}}$

8

b) Find the maximum and minimum values of the function, $x^5 - 5x^4 + 5x^3 - 10 = f(x)$

6

c) Draw the graph of $y = \log_3 x$.

6

Q.4 a) State and prove Euler's theorem.

7

b) If $\sim = x^2 + y^2 + z^2$, prove that $x \frac{\partial u}{\partial x} + y \frac{\partial u}{\partial y} + z \frac{\partial u}{\partial z} = 2u$

6

c) Verify Euler's theorem for the given function:

$$u = ax^2 + 2hxy + by^2$$

7

PART-B

Q.5 a) Evaluate: $\int \frac{(1 + \log x)^2}{x} dx$

7

b) Evaluate: $\int \frac{2x-3}{(x^2-1)(2x+3)} dx$

8

c) Evaluate: $\int (1+x)\log x \, dx$ **5**

Q.6 a) What do you mean by L.P.P.? Write the steps used in graphical method of solving L.P.P. by giving an example. **10**

b) A manufacturer makes ₹600/- profit on each 21" TV set it produces and ₹400/- profit on each 14" TV set. A 21" TV requires 1 hour on machine X, 1 hour on machine Z. The 14" TV requires 2 hours on X, 1 hour on Y and 1 hour on Z. In a given day, machines X, Y and Z can work a maximum of 16, 9 and 24 hours respectively. Formulate the problem as a L.P.P. and solve it graphically. **10**

Q.7 a) In a survey it was found that 21 person liked product P_1 , 26 liked product P_2 and 29 liked product P_3 . If 14 liked products P_1 and P_2 ; 12 liked product P_3 and P_1 ; 14 liked P_2 and P_3 and 8 liked all the three products. Find how many liked:

i) Product P_1 and P_2 but not P_3 .

ii) Product P_1 only.

iii) Product P_1 but not P_3 . **9**

b) If $A = \{1, 3, 5, 7\}$; $B = \{2, 3, 4, 5, 6\}$; $C = \{2, 4, 6, 8\}$ and $\cup = \{1, 2, 3, 4, 5, 6, 7, 8\}$; then verify that:

i) $(A - B) = A \cap B^c$

ii) $A - (B \cup C) = (A - B) \cap (A - C)$ **3×2**

c) Prove that: $(A - B) \cup (B - A) = (A \cup B) - (A \cap B)$ **5**

End Semester Examination, Dec. 2016
B.A. (Hons.) Economics – First Semester
MICRO ECONOMICS-I (BHE-103)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

Q.1 Fill in the blanks:

- a) The branch of economics that studies the behavior of individual units is known as _____.
 - b) The total price effect can be decomposed into _____ and _____.
 - c) The slope of an indifference curve is given by _____.
 - d) The _____ curve forms an envelope around the short run average cost curves.
- Answer the following in brief:
- e) Define 'elasticity of substitution'.
 - f) Give two features of monopolistic competition.
 - g) Define 'marginal cost'.
 - h) Draw an isoquant assuming that capital and labour are perfect substitutes.
 - i) Define 'economics of scale'. 2 × 10

PART-A

- Q.2 a) Define a production possibility curve (PPC) and list its properties. Explain two reasons each for rightward and leftward shift of the PPC. 10
- b) What do you understand by economic systems? Explain the three types of economic systems with the help of examples. 10
- Q.3 a) Differentiate between 'change in quantity demanded' and 'change in demand'. Use appropriate examples. 10
- b) Prove that competitive market equilibrium is a stable equilibrium. 10
- Q.4 a) Decompose the price effect into income effect and substitution effect for a normal good. 10
- b) Derive the price consumption curve and the demand curve for a normal good. 10

PART-B

- Q.5 a) Explain how a producer attains equilibrium using the isoquant and iso-cost line approach. 10
- b) Consider the following Cobb-Douglas production $Q = AK^r L^s$. Explain its properties. 10
- Q.6 a) Explain the various short run costs. Highlight the relationship between TC, TFC and TVC in short run and long run. 10
- b) Explain the concept of learning curve with the help of an equation and diagram. 10
- Q.7 a) Explain the MC-MR approach of producer's equilibrium under perfect competition. Show that the firm can earn super normal profits in the short run. 10
- b) Write features of monopoly. Explain price and output determination under monopoly in the short run. 10

End Semester Examination, Dec. 2016
B.A. (Hons.) Economics — First Semester
CORPORATE FINANCE (BHE-104)

Time: 3 hrs.

Max Marks: 100

No. of pages: 2

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from PART-A and TWO questions from PART-B. Each question carries equal marks.

- Q.1 a) State whether the statements are TRUE or FALSE:
- i) Equity shares have a majority period.
 - ii) A finance managers concern must be to maintain liquidity rather than profitability.
 - iii) Balance sheet is a statement of financial position of a business at a specific moment of time.
 - iv) Profitability ratio is commonly calculated in percentage.
 - v) The term "Amalgamation" and "Merger" are technically synonymous. 2×5
- b) Fill in the blanks:
- i) The two statements which are generally included in the definition of financial statement are balance sheet and _____.
 - ii) _____ indicates the borrowing for short term.
 - iii) Depreciation is included in costs in case of _____ method.
 - iv) _____ is long term planning for making and financing proposed capital outlays.
 - v) According to MRTP Act. "Takeover" involves acquisition of not less than _____ 2×5

PART-A

- Q.2 a) Elaborate in detail the organization of the Indian financial system. 10
- b) A finance company makes an offer to deposit a sum of ₹ 35,000/- and then pay a return of ₹ 3,960/- p.a. perpetually. Should the offer be accepted if the rate of interest is 12% p.a.? Will the decision change if the rate of interest is 12.5%? 10
- Q.3 a) Sales is ₹ 3,20,000/-, Gross profit ratio 25% on sale, Opening stock ₹ 31,000/-, Closing stock ₹ 29,000/-. Calculate the stock turnover ratio. 5
- b) From the following information, calculate debt-equity ratio:

	`
1000 equity shares of ₹ 100/- each	1,00,000/-
General reserves	50,000/-
Statement of profit and loss	25,000/-
Debentures	1,00,000/-
Trade payables	30,000/-
Outstanding expenses	10,000/-

5

- c) The following items of profit and loss of Sinkara Ltd. For the year 2015-16 and its previous year are given. Present the data in suitable comparative form.

Particulars	2014-15	2015-16	Particulars	2014-15	2015-16
To cost of goods sold.	4,63,250	4,83,899	By sales.	7,21,456	8,34,250
To general administrative expenses.	46,531	54,137	Less: Return	11,588	13,903
To selling expenses.	91,823	1,15,632		<u>7,09,868</u>	<u>8,20,347</u>
To interest paid.	4,275	3,500	By other incomes:		
To loss on sales of fixed assets.	1,254	350	Interest and dividend.	3,795	2,620
To income tax.	43,038	80,390	Purchase discount.	4,250	3,792
Net profit.	70,742	88,851	Income from sale of land.	3,000	—
Total	7,20,913	8,26,759	Total	7,20,913	8,26,759

10

- Q.4 a) A debenture of ₹ 1,000/- carries a coupon rate of 13%. The required rate of return is 15%. Calculate the value of debenture if:
- The period of maturity is 8 years.
 - The period of maturity is 7 years.
- b) Discuss any four debt instruments available in the market with example.

10

10

PART-B

- Q.5 A choice is to be made between two proposals which require an equal investment of ₹ 50,000/- each and are expected to generate net cash flow as under:

Year	Project A	Project B
1	25,000	10,000
2	15,000	12,000
3	10,000	18,000
4	Nil	Nil
5	12,000	8,000
6	6,000	4,000

The cost of capital of the company is 10% which project should be chosen under:

- Payback period.
 - Net present value method.
 - ARR.
- Q.6 a) What is the concept of public private partnership? What is the procedure followed for procuring public private partnership project?
- b) Write short notes on:
- Agency cost of debt.
 - Free cash flow.
- Q.7 a) What do you understand by the term "Mergers" and "Acquisitions" and give reasons why companies go for it?
- b) What is the concept of economic value added? Explain with the help of an example.

20

12

4 × 2

12

End Semester Examination, Dec. 2016
B.A. (Hons.) ECONOMICS – First Semester
COMMUNICATION SKILLS(BHE-GE-01)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

- Q.1
- a) What do you understand by 'minutes of the meeting'?
 - b) What is the difference between 'extensive' and 'intensive reading'?
 - c) What is the difference between 'notice' and 'circular'?
 - d) What are the two barriers to an effective communication?
 - e) What are the two qualities of good resume? 4x5

PART-A

- Q.2
- a) What is an effective communication? What are the qualities of a good communicator? 10
 - b) Explain the process of communication with diagrams. 10
- Q.3
- a) Write a notice informing the students on the examination dates and the last date of paying of the college fee. There will be a late payment charge of Rs.1000/- for the defaulters. 10
 - b) What are reading skills? Explain the types of reading skills. 10
- Q.4
- a) What are the barriers to active listening? 10
 - b) What are the qualities of a good resume? 10

PART-B

- Q.5
- What are the qualities of a good report? Explain the structure of writing a report. 20
- Q.6
- Write short notes on:
- a) Skimming and scanning.
 - b) Circular writing and memo writing. 10x2
- Q.7
- What is non-verbal communication? Explain it with an example. 20

End Semester Examination, Dec. 2016
BJMC–FirstSemester
INDIAN GOVERNMENT AND POLITICS (BJ-101)

Time: 3 hrs

Max Marks:80

No. of pages: 1

Note: Q.1 is compulsory. Attempt any FIVE questions from part A and any TWO questions from part B.Marks are indicated against each questions.

- Q.1 Attempt any ten of the following:
- a) Who is the Chief Minister of Haryana?
 - b) Name any two regional parties of Haryana.
 - c) How many members are there in Lok Sabha?
 - d) Define fundamental duties.
 - e) In which year The Hindustan Times started?
 - f) How many seats are there in LokSabha?
 - g) What is NitiAyog?
 - h) Members of Panchayat are elected by _____.
 - i) Who is our Home Minister?
 - j) Name three organs of Government.
 - k) Who is the Chief Justice of India?
 - l) What do you mean by NHRC?
 - m) Who is regarded as "Iron man of India"?
- 1½ × 15

PART-A

- Q.2 Explain the working and composition of Election Commission of India. 6
- Q.3 "Supreme Court is the apex court of the country".Explain. 6
- Q.4 Throw a light on the 'Fundamental Rights' of an Indian citizen enshrined in constitution. 6
- Q.5 Throw a light on the problem of terrorism in India and its repercussions in brief. 6
- Q.6 Explain the working of Comptroller General of India in detail. 6
- Q.7 Write a short note on Directive Principles of State Policy. 6
- Q.8 "Central Council of Ministers are the backbone of any Government". Justify. 6
- Q.9 Discuss the procedure of Lok Sabha elections in detail. 6

PART-B

- Q.10 Write a descriptive note on the role of Lokpal and Lokayukta in India. 17½
- Q.11 Discuss the role of political parties in India. 17½
- Q.12 Discuss the role of multiparty system in a successful democracy. 17½

End Semester Examination, Dec.2016
BJMC–FirstSemester
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) Who is the Finance Minister of India?
- i) MNREGA stands for _____.
- j) Who were known as LalBal Pal in India?
- k) Who is the founder of Jainism?
- l) What do you mean by Macro Economics?
- m) What do you mean by Secularism?
- n) What is Kuchipudi?
- o) What is Mid-day meal?

1½x10

PART-A

- Q.2 Explain the impact of Freedom Movement on Indian Society. 6
- Q.3 Write a short note on 'female feticide'. 6
- Q.4 What is women empowerment? How does political participation of women help in their empowerment? 6
- Q.5 Describe the impact of unemployment and poverty of India. 6
- Q.6 Discuss in detail communalism and its effect on society. 6
- Q.7 Discuss the role of Globalization in the growth of Indian Economy. 6
- Q.8 What do you mean by caste system and casteism? What are the factors for its growth? 6
- Q.9 Define Planning Commission of India and discuss its functions in brief. 6

PART-B

- Q.10 Discuss in detail the relation of economics with other social sciences. 17½
- Q.11 Write a detailed note on the small industries of India. 17½
- Q.12 What are the basic features of Indian Society? Discuss in detail. 17½

End Semester Examination, Dec. 2016
BJMC–SecondSemester
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 any TWO questions from Part B.

- Q.1 Attempt any ten of the following:
- a) What is the full form of PCI?
 - b) What is print line?
 - c) Who is the Home Minister of India?
 - d) Who is Chief Justice of India?
 - e) How many members are there in Lok Sabha and Rajya Sabha?
 - f) Who is Anna Hazare?
 - g) Define 'sedition'.
 - h) Who wrote "Train to Pakistan"?
 - i) Who was the founder of Art of Living Foundation?
 - j) What is the full form of BCCI?
 - k) What is the name of proposed capital of Telangana.
 - l) Define 'defamation'.
 - m) Name any two state parties of Haryana. 1x10

PART-A

- Q.2 Explain Right to Information Act in detail. 5
- Q.3 Write a short note on Contempt of Court. 5
- Q.4 How pressure groups influence the broadcasting contents in media? 5
- Q.5 Throw a light on the composition and recommendations Press Commission in India. 5
- Q.6 Write a note on Defamation Act. 5
- Q.7 Explain Intellectual Property Rights in detail. 5
- Q.8 Throw a light on the role of press in Freedom Movement in India. 5
- Q.9 Explain:
- | | | | |
|---------|---------|---------|---|
| a) DAVP | b) ILNA | c) ASCI | 5 |
|---------|---------|---------|---|

PART-B

- Q.10 Elaborate how Working Journalist Act is protecting the rights of journalist in India. 17½
- Q.11 Elaborate the role of television in social development of India. 17½
- Q.12 Discuss Official Secret Act in detail. 17½

End Semester Examination, Dec. 2016
BJMC – Second Semester
IT FOR MEDIA (BJ-203)

Time: 3 hrs

Max Marks:50

No. of pages:1

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

Q.1 Attempt any five questions from below:

- a) What is HTTP?
- b) Which is the smallest unit of storage?
- c) Who is CEO of Twitter?
- d) What is Pinterest?
- e) PPC stands for _____.
- f) When a file is denoted with .psd extension, which kind of file is that?
- g) Name any four internet service providers.
- h) What is Google ad?
- i) Light pen is a _____ device.
- j) Firefox is a _____.
- k) What is number system in computing?

1 × 5

PART-A

- Q.2 How web media is different from print media? Explain it with examples. 5
- Q.3 What is visual design? 5
- Q.4 What are the characteristics of computer? 5
- Q.5 What is ALU? Explain it in detail. 5
- Q.6 Write any four output devices and explain them in brief. 5
- Q.7 Which software is used for data compilation? Explain it in detail. 5
- Q.8 How social media websites are using themselves as promotional tool? Discuss. 5
- Q.9 Write short notes on:
a) LAN.
b) Web advertising. 2½ × 2

PART-B

- Q.10 Discuss the generations of computer in detail. What were the major development during those generations? 10
- Q.11 What is memory unit? Discuss the role and types of it in details. 10
- Q.12 What is internet? Explain the impact and need of internet in global world. 10

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication)—Third Semester
COMMUNICATION THEORY (BJ-301)

Time: 3 hrs.

Max Marks: 70

No. of pages: 1

Note: Question paper has THREE sections A, B and C. All sections are Compulsory. Marks are indicated against each question.

SECTION-A

Q.1 Attempt the following (ANY TEN):

- a) What is feedback?
- b) Name the seven C's of communication.
- c) What do you mean by noise?
- d) Multi-step flow of communication theory was coined by whom?
- e) Write any two characteristics of mass communication.
- f) What do you understand by mass media?
- g) Hypodermic Needle theory is also known as _____.
- h) What do you understand by Kinesis?
- i) Dependency Theory was propounded by _____.
- j) What do you mean by crowd?
- k) "Who says what in Which Channel to Whom with What Effect?" model of communication was given by _____.
- l) Facial expression is a part of verbal communication. (TRUE / FALSE)
- m) What do you mean by culture?
- n) Who introduced agenda setting theory? 1 × 10

SECTION-B

Q.2 Answer of the following questions (ANY FIVE):

- a) Discuss the two-step flow and multi-step flow theory of communication in detail.
- b) Write a short note on the 'barriers of communication'.
- c) Write a short note on 'authoritarian theory of communication'.
- d) What are the 4 steps identified by Everett Rogers in 'Diffusion and Innovation theory'?
- e) Discuss the Newcomb's model of communication in detail.
- f) Write a short note on 'effective communication'.
- g) Discuss the process of communication with the help of a diagram.
- h) Discuss the selective exposure and selective perception theory of communication. 5 × 5

SECTION-C

Q.3 Answer any two of the following questions:

- a) Write a detailed note on the Gerbener and Convergence model of communication.
- b) Critically analyze the Osgood-Schramm model of communication.
- c) Discuss any three Sociological Theories of communication in detail. 17½ × 2

End Semester Examination, Dec. 2016
B.A. (Journalism and Mass Communication) – Third Semester
ADVERTISING AND PUBLIC RELATIONS (BJ-302)

Time: 3 hrs.

Max Marks: 70

No. of pages: 1

Note: Attempt EIGHT questions in all; Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each question.

Q.1 Answer the following (ANY TEN):

- a) Name any two tools of advertising.
- b) Name the last stage of PLC.
- c) What do you mean by 'USP'?
- d) The word 'Stringer' is used for whom?
- e) Who is considered as the father of Public Relations?
- f) Name any two objectives of advertising.
- g) Outdoor advertising refers to_____.
- h) Name any two qualities of a PR professional.
- i) Name any two vehicles of communication.
- j) Name any two limitations of advertising.
- k) Write down the full form of POP and USP.
- l) Space brokers are known as_____.
- m) What do you mean by 'classified ad'?
- n) "Public relations is a one way process". (True / False)

1 × 10

PART-A

- Q.2 Write a short note on: 'economic aspects of advertising'. 5
- Q.3 Briefly discuss the skills required for an advertising copy writer. 5
- Q.4 Write a brief note on: 'propaganda'? 5
- Q.5 Write a short note on: 'cons of internet advertising'. 5
- Q.6 Write a short note on: 'tools of public relations'. 5
- Q.7 "Public Relations builds the image of an organization". Explain. 5
- Q.8 Write a note on: 'advertising agencies'. 5
- Q.9 Discuss the functions of an advertising department. 5

PART-B

- Q.10 "Doing business without advertising is just like winking at a girl in the night"? Do you agree with the statement? 17½
- Q.11 Write a descriptive note on: 'ethical issues of advertising'. 17½
- Q.12 Discuss in detail the role of PR in both private and public sectors. 17½

End Semester Examination, Dec. 2016

MJMC– FirstSemester

INTRODUCTION TO JOURNALISM AND MEDIA HISTORY(MAJM-101)

Time: 3 hrs

Max Marks:75

No. of pages:1

Note: Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each question.

Q.1 Attempt any ten of the following:

a) Give the full form of PCI and ABC.

b) Which law prohibits trespassing?

State whether TRUE or FALSE:

c) Zee Trendz, Fashion TVs are infotainment channels.

d) Doordarshan' means Television.

e) Daily Mirror was the first Tabloid style newspaper.

f) Change is inevitable.

g) The Golden Age of Radio covered the period between 1930 and 1950.

Fill in the Blanks:

h) The first newspaper in the world was_____.

i) The first Journalist in the world was_____.

j) Morgue is _____.

k) Television content is of two kinds- commissioned and _____.

l) The TV distribution value chain consists of_____.

1½ × 10

PART-A

Q.2 Discuss the role of Journalist in the age of social media. 5

Q.3 Write a short note on 'RNI and INS'. 5

Q.4 Explain rights and responsibilities of a reporter. 5

Q.5 Explain the development of three Tier Networkswith suitable examples. 5

Q.6 Discuss various types of development journalism. 5

Q.7 Discuss the importance of pack journalism in modern times. 5

Q.8 Explain cultural Innovation in context of newspaper organizations. 5

Q.9 Discuss the duties of a reporter in today's context. 5

PART-B

Q.10 What is your understanding of the official secret Act (2003)? 17½

Q.11 Discuss the accountability of media towards society in the light of incidents of past three months. 17½

Q.12 Discuss the importance of GST in the context of prevailing national and international trade situations. 17½

End Semester Examination, Dec. 2016
M.A. (Journalism and Mass Communication) – First Semester
COMMUNICATION THEORY (MAJM-102)

Time: 3 hrs

Max Marks: 75

No. of pages: 1

Note: 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) Two Step Flow theory was given by _____.
- b) Give two examples of non-verbal communication.
- c) What do you mean by noise?
- d) What do you mean by opinion leaders?
- e) Cultivation theory was given in the year _____.
- f) Write any two functions of mass communication.
- g) What do you understand by mass media?
- h) Hypodermic Needle theory is also known as _____.
- i) What do you understand by Kinesis?
- j) Dependency theory was propounded by _____.
- k) Write any two differences between crowd and audience.
- l) "Who says what in Which Channel to Whom with What Effect" model of communication was given by _____.
- m) Facial expression is a part of verbal communication. (True/False)
- n) What do you mean by culture?
- o) Who introduced agenda setting theory? 1½ × 10

PART-A

- Q.2 Critically analyze Hypodermic Needle theory of communication. 5
- Q.3 Write a short note on: 'barriers of communication'. 5
- Q.4 Write a short on Laswell model of communication. 5
- Q.5 Discuss Uses and Gratification theory of communication in detail. 5
- Q.6 Discuss Newcomb's model of communication in detail. 5
- Q.7 Write a short note on: 'effective communication'. 5
- Q.8 Discuss the process of communication with the help of a diagram in detail. 5
- Q.9 Write a note on 'intrapersonal communication'. 5

PART-B

- Q.10 Critically compare the agenda setting and dependency theory of communication. 17½
- Q.11 With the help of a diagram discuss Shannon and Weaver's model of communication in detail. 17½
- Q.12 'Media plays an important role in the development of a society'. Critically analyze the statement with suitable examples. 17½

End Semester Examination, Dec. 2016
MJMC– FirstSemester
PRINT JOURNALISM(MAJM-103)

Time: 3 hrs

Max Marks:75

No. of pages:1

Note: Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each question.

Q.1 Attempt (any ten) of the following:

- a) Who is the HRD Minister of India?
- b) What is caption?
- c) Who is the owner of Zee News?
- d) What do you mean by stringer?
- e) Name the Chairperson of NCW.
- f) In which year the Indian Express newspaper was launched?
- g) What is balloon?
- h) Name any two monthly magazines published for women.
- i) Who is the Editor of the English Magazine 'India Today'?
- j) Define banner.
- k) What is NitiAayog?
- l) What is dummy?
- m) Name the first daily Hindi Newspaper of India.

1½ × 10

PART-A

- Q.2 What are the features of print journalism? Discuss. 5
- Q.3 Discuss the social responsibilities of a good journalist. 5
- Q.4 What is editing? Discuss the qualities of a sub-editor. 5
- Q.5 'A Reporter is considered as the backbone of a Newspaper'. Explain. 5
- Q.6 Discuss the different types of features. 5
- Q.7 What are the basic elements of a news report? 5
- Q.8 Write a note on the role of press in Indian Independence movement. 5
- Q.9 What are the elements for writing an editorial? 5

PART-B

- Q.10 What is news source? Explain its importance and types in detail. 17½
- Q.11 Define 'editorial'. Describe the process of editorial with suitable example in detail. 17½
- Q.12 What is reporting? Explain its principals and functions in detail. 17½

End Semester Examination, Dec. 2016
MJMC– FirstSemester
ADVERTISING AND BRAND MANAGEMENT(MAJM-104)

Time: 3 hrs

Max Marks:75

No. of pages:2

Note: Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each question.

Q.1 Attempt (any ten) of the following:

- a) Define 'media scheduling' in brief.
 - b) A multiple regression analysis of advertising expenditure is calculated in _____ method.
 - c) Who is target audience?
- State whether TRUE or FALSE:
- d) An advertising plan and strategy provide the framework for businesses.
 - e) In direct measures, a relationship between advertising and sales is established.
 - f) Advertising is a link between the producer and the potential buyers.
 - g) Advertising comprises one part of an organization's marketing mix.
 - h) Urgency is an important component of ideal advertising.

Fill in the blanks:

- i) Name any two advertising objectives: i) _____, ii) _____.
- j) Advertising is _____.
- k) OOH advertising is _____.
- l) Complete the following:
 - i) Retail advertising is _____.
 - ii) Public service advertising is _____.

1½ × 10

PART-A

- Q.2 Discuss the objectives of Mathews, Buzzell, Levitt and Frank. 5
- Q.3 In your opinion what combination of behavior theories should to be used in an emerging market like India and why? 5
- Q.4 McDonald's success and continuing expansion in India is built upon a number of factors. Discuss in detail. 5
- Q.5 Discuss the economic aspects of advertising. 5
- Q.6 Write a note on 'online advertising'. 5
- Q.7 Define advertising strategy and campaign planning and identify the elements of advertising strategy. 5
- Q.8 Explain the four elements of advertising strategy and campaign planning in brief. 5
- Q.9 G.H. Brown, former Fords Director of Marketing Research, explained the power of this multivariable factorial design. What is this design and how can it be used in retail advertising. 5

PART-B

- Q.10 The Stimulus-Organism-Response model cites a linear relationship between the three stages. Discuss the role of external antecedents such as environment and social stimuli in detail.

- Q.11 Discuss 'Rationality of choice of the product by the consumer under conditions of incomplete information and reduced processing capability.' 17½
- Q.12 'Brand image and loyalty can be created through advertising.' Justify the statement with suitable examples. 17½

End Semester Examination, Dec. 2016
MJMC– FirstSemester
MEDIA INDUSTRIES AND PROFESSIONS(MAJM-105)

Time: 3 hrs

Max Marks:75

No. of pages:1

Note: Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each question.

Q.1 Attempt (any ten) of the following:

- a) What is tag line of Aaj Tak?
- b) Mimamsha Mallik is a renowned anchor of which news channel.
- c) What is yellow journalism?
- d) Who is the Information and Broadcast Minister of India?
- e) Who is the Editor in Chief of NDTV?
- f) Radio Mirchi a popular FM channel is owned by which group.
- g) What is PCI?
- h) The abbreviation RNI and ABC stands for what.
- i) What do you mean by commercial cinema?
- j) Who is the present Prasar Bharti Chairman?
- k) What do you mean by layout?
- l) FDI and FII stands for _____.
- m) Name the first color Hindi movie in India.

1½ × 10

PART-A

- Q.2 What are the different features of media industries? 5
- Q.3 Discuss the growth of FM and its contribution in radio industries. 5
- Q.4 Write a note on new entrants in the home shop TV markets. 5
- Q.5 Discuss the various career avenues in media industries in brief. 5
- Q.6 What is popular cinema? Discuss it in reference to the "Masala Films". 5
- Q.7 Define cross media ownership. 5
- Q.8 Discuss the role of a media manager in media industries. 5
- Q.9 Discuss the history of radio industries. 5

PART-B

- Q.10 What are the various problems, scope and challenges faced by media industries and professionals? 17½
- Q.11 Discuss the recent trends in global media markets in detail. 17½
- Q.12 Describe the organizational structure of a newspaper in India. 17½

End Semester Examination, Dec. 2016
M.A. (Journalism and Mass Communication) – Second Semester
PUBLIC RELATIONS AND CORPORATE COMMUNICATION (MAJM-203)

Time: 3 hrs

Max Marks: 75

No. of pages: 1

Note: Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each questions.

Q.1 Attempt any ten of the following:

- a) Define 'Public Relations'.
- b) Who are stakeholders?
- c) Define 'ethics'.
- d) Define 'systems theory'.
- e) What are corporate blogs?
- f) What is a thought leadership?
- g) Define 'content amplification'.
- h) What is image building?
- i) Define 'spin'.
- j) Define 'community relations'.
- k) What are advertorials?
- l) Write two qualities of a PR professional.

1½ × 10

PART-A

- | | | |
|-----|--|---|
| Q.2 | Develop a crises management plan by explaining the steps. | 5 |
| Q.3 | Discuss at least two principles of PR with examples. | 5 |
| Q.4 | Explain 'Situational Theory' with suitable examples. | 5 |
| Q.5 | Discuss at least two trends in PR with suitable examples. | 5 |
| Q.6 | Discuss the importance of paid promotions and social advertising. | 5 |
| Q.7 | Discuss any two functions of PR with suitable examples. | 5 |
| Q.8 | Discuss at least two qualities that would fit your personality as a PR professional. | 5 |
| Q.9 | Draw the organizational structure of a PR department. | 5 |

PART-B

- | | | |
|------|---|-----|
| Q.10 | Develop a PR strategy for promoting a newly launched polio vaccine. | 17½ |
| Q.11 | Develop a press release for a newly launched hair care shampoo. | 17½ |
| Q.12 | Discuss the importance of RSS feeds on airports and railway stations in detail. | 17½ |

End Semester Examination, Dec. 2016
M.A. (Journalism and Mass Communication) – Third Semester
MEDIA WRITING(MAJM-301)

Time: 3 hrs

Max Marks: 75

No. of pages: 1

Note: Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each questions.

- Q.1 Attempt any ten of the following:
- a) Name any two valid sources of information for a reporter.
 - b) What do you mean by inverted pyramid?
 - c) Define an advertising copy.
 - d) What do you mean by LTTE in a newspaper?
 - e) Define 'memos'.
 - f) The abbreviation KISS stands for _____.
 - g) What do you mean by syndicate journalism?
 - h) What do you mean by caption?
 - i) 'Public Relations is a one way process'. (TRUE/FALSE)
 - j) Define 'Mast Head'.
 - k) What do you mean by jacket?
 - l) What do you mean by advertorial?
 - m) What is an editorial?

1½ × 10

PART-A

- Q.2 Write a note on the qualities of good writing. 5
- Q.3 Briefly discuss the structure of a news story. 5
- Q.4 Distinguish between article writing and editorial writing. 5
- Q.5 Write a short note on 'writing for radio programmes'. 5
- Q.6 Differentiate between classified and display advertising. 5
- Q.7 Write a short note on 'television writing skills'. 5
- Q.8 Write a short note on 'AIDCA formula of advertising'. 5

PART-B

- Q.9 Define press release and write the techniques of it with a sample of press release. 17½
- Q.10 Write a descriptive note on types of radio and television programmes. 17½
- Q.11 "A picture is worth than one thousand words". Justify the statement with relevant examples. 17½

End Semester Examination, Dec. 2016
M.A. (Journalism and Mass Communication) – Third Semester
DEVELOPMENT COMMUNICATION(MAJM-302)

Time: 3 hrs

Max Marks:75

No. of pages:1

Note: 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) Write full form of UNDP.
- b) How many countries are in 'SAARC' nations?
- c) What is 'many voices one world'?
- d) Write full for of IRDP.
- e) What is the meaning of 'communis'?
- f) Write full form of BBC.
- g) Write full form of AIDS.
- h) Write full for of ICDS.
- i) Who is P. Sainath?
- j) Who said 'this world is a global village'?
- k) Write the importance of feedback.
- l) What is NWICO?
- m) Write the full form of NRLM.
- n) What is the importance of rapport building in development communication? $1\frac{1}{2} \times 10$

PART-A

- | | | |
|-----|---|---|
| Q.2 | Explain the role of information and communication technologies in development. | 5 |
| Q.3 | Discuss the role of culture in the context of development in brief. | 5 |
| Q.4 | Why is it important to add the gender dimension to development? | 5 |
| Q.5 | Explain participatory theory of development with suitable examples. | 5 |
| Q.6 | What are the factors that led to urbanization? | 5 |
| Q.7 | What is development support communication and how is it different from development communication? | 5 |
| Q.8 | What is social marketing? What is the role of social marketing with reference to family planning? | 5 |
| Q.9 | How can development take place in the context of slums? | 5 |

PART-B

- | | | |
|------|---|-----------------|
| Q.10 | Discuss the role of traditional media in development. Explain with suitable examples. | $17\frac{1}{2}$ |
| Q.11 | Keeping in view the problems of rural India elaborate the role of cyber media in development. | $17\frac{1}{2}$ |
| Q.12 | Discuss the characteristics of the under developed economics in detail. | $17\frac{1}{2}$ |

End Semester Examination, Dec. 2016
M.A. (Journalism and Mass Communication) – Third Semester
RADIO AND TV PRODUCTION / NEWS AND PROGRAMMING
(MAJM-303)

Time: 3 hrs

Max Marks:75

No. of pages:1

Note: Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each question

- Q.1 Attempt (any ten) of the following:
- Who is the I&B Minister of India?
 - When did FM started in India?
 - What is oscillator in radio?
 - Name any two home shop TV channels.
 - What are radio waves?
 - Who owns Radio Mirchi?
 - SabseFilmi is tag line of which radio channel.
 - What is paid news?
 - Name any two internet radio channels.
 - What is PCR in Television?
 - AIR and DD comes under _____.
 - QVC is owned by _____.
 - SW stand for _____.
- 1 × 10

PART-A

- Q.2 Discuss the principles of writing for radio and television. How is a radio script different from TV script? 6
- Q.3 Write a short note on failure of home shop television in India: 6
- Q.4 Write down the broadcasting guidelines for All India Radio. 6
- Q.5 What is programme planning and conceptualization in radio? How is it done? 6
- Q.6 Write a script for beauty product segment on a home shopping channel. 6
- Q.7 Write short notes on:
- Cross media ownership.
 - AM and FM.
- 3x2
- Q.8 Discuss the various types of microphones in brief. 6
- Q.9 Write a note on new entrants in the home shop TV market. 6

PART-B

- Q.10 What is the scope of radio in India? What are its special advantages as a medium of communication? 17½
- Q.11 What are the various types of TV programmes? Discuss them in detail. 17½

Q.12 'The privatization of FM broadcasting has proved to be controversial'. What are the restrictions imposed on Private FM broadcasters? Discuss. 17½

End Semester Examination, Dec. 2016
MJMC– Third Semester
ONLINE JOURNALISM AND NEW MEDIA (MAJM-304)

Time: 3 hrs

Max Marks: 75

No. of pages: 1

Note: Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each questions.

Q.1 Attempt any ten of the following questions:

- a) Write full form of FTP.
- b) What is Blogosphere?
- c) Write full form of PPA.
- d) What is grass root journalism?
- e) What are hash tags?
- f) Full form of HTML.
- g) What is SEO?
- h) Write full form of VOIP.
- i) What are wire services?
- j) Who developed android?
- k) What is DBMS?
- l) Write full form of URL.
- m) What are HTTP and HTTPS?
- n) What is troll?

1½x10

PART-A

- | | | |
|-----|---|---|
| Q.2 | When did online Journalism started? Why is online journalism important? | 5 |
| Q.3 | What is interactivity in online journalism? | 5 |
| Q.4 | What ethics pertains to online journalism? | 5 |
| Q.5 | Write a short note on: 'cyber security'. | 5 |
| Q.6 | What skills are required to become an online journalist? | 5 |
| Q.7 | What principles of design should be followed while designing a website? | 5 |
| Q.8 | What is hypertextuality and multi-mediality? | 5 |
| Q.9 | What are the features of e-commerce and how is it beneficial? | 5 |

PART-B

- | | | |
|------|---|-----|
| Q.10 | The internet has bought a multiplicity of senders and receivers, destroying the linear paradigm. Is this trend positive or negative? Discuss in detail. | 17½ |
| Q.11 | Discuss the importance of ethics and credibility in online journalism along with the suitable examples. | 17½ |
| Q.12 | With the advent of online journalism, what is the future of print media in India. Discuss. | 17½ |

End Semester Examination, Dec. 2016
MJMC–ThirdSemester
MEDIA MANAGEMENT(MAJM-305)

Time: 3 hrs

Max Marks: 70

No. of pages: 1

Note: 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) PTI stands for _____.
- b) Akashwani is a channel of AIR. (True / False)
- c) FII stands for _____.
- d) What is TAM?
- e) What is a corporative?
- f) Name the first news agency of India.
- g) SITE stands for _____.
- h) Name any two folk dance forms of India.
- i) Write the names of any two international news agencies.
- j) Name any two forms of ownership pattern in India?
- k) SWOT stands for _____.
- l) Name any two advantages of sole-proprietorship.
- m) TRP stands for _____.
- n) Give any one difference between private media and government media.
- o) What is planning?

1x10

PART-A

- Q.2 Write a short note on: 'FDI'. 5
- Q.3 Discuss the principles of management in detail. 5
- Q.4 Throw a light on Management Information System in an organization. 5
- Q.5 Differentiate between sole proprietorship and partnership. 5
- Q.6 Discuss the role and qualities of media managers in detail. 5
- Q.7 Write in detail about Reuters and News Corporation. 5
- Q.8 Write a short note on: 'TAM'. 5
- Q.9 Write a short note on: 'Folk Media'. 5

PART-B

- Q.10 Discuss the ownership pattern of mass media in India. 17½
- Q.11 Describe the problems and prospects of newspaper industry in India in detail. 17½
- Q.12 Explain the history of news agencies in detail. Discuss their role in growth of media industry. 17½

End Semester Examination, Dec. 2016
M. Tech.— First Semester
ADVANCED MATHEMATICAL TECHNIQUES (MA-M-101)

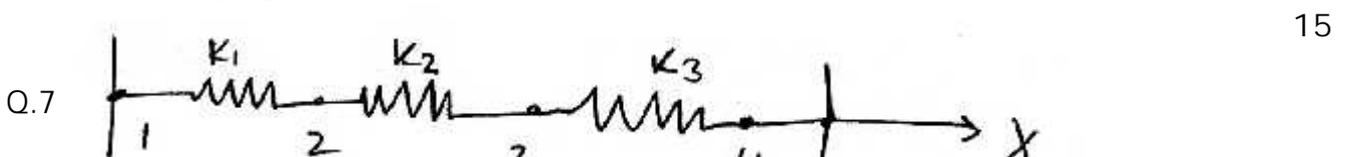
Time: 3 hrs.

Max Marks: 75

No. of pages: 2

Note: Attempt any FIVE questions in all. Each question carries equal marks.

- Q.1 Let $F: R^4 \rightarrow R^3$ be the linear mapping defined by:
 $F(x,y,z,t) = (x - y + z + t, 2x - 2y + 3z + 4t, 3x - 3y + 4z + 5t)$
 a) Find a basis and the dimension of the image of F .
 b) Find a basis and the dimension of the kernel of F . 7½ × 2
- Q.2 Let $u = (1, 3, -4, 2)$, $v = (4, -2, 2, 1)$, $w = (5, -1, -2, 6)$ and R^4 :
 a) Show that $\langle 3u - 2v, w \rangle = 3\langle u, w \rangle - 2\langle v, w \rangle$.
 b) Normalize u and v . 7½ × 2
- Q.3 a) Six dice are thrown 729 times. How many times do you expect at least three dice to show a five or six? 8
 b) If the moment generating function of a random variable X is, $\left(\frac{1}{3} + \frac{2}{3}e^t\right)^5$ then find $P(X = 2)$. 7
- Q.4 a) The mean yield per plot of a crop is 17 kg and standard deviation is 3 kg. If distribution of yield per plot is normal. Then find the percentage of plots giving yields:
 i) Between 15.5 kg and 20 kg.
 ii) More than 20 kg.
 Given: $P(0 < z < 0.5) = 0.1915$
 $P(0 < z < 1) = 0.3413$ 4 × 2
 b) Find moment generating function of $f(x) = me^{-mx}$; $x, m > 0$. 7
- Q.5 Use simplex method to solve the following linear programming problem:
 Max $Z = 2x_1 + x_2$
 Subject to the constraints
 $4x_1 + 3x_2 \leq 12$
 $4x_1 + x_2 \leq 8$
 $4x_1 - x_2 \leq 8$
 $x_1 \geq 0, x_2 \geq 0$ 15
- Q.6 Use dynamic programming to solve the following Lp problem:
 Min $Z = x_1^2 + x_2^2 + x_3^2$
 Subject to the constraints
 $x_1 + x_2 + x_3 \geq 15$
 for all $x_1, x_2, x_3, \geq 0$. 15



Given:

$$K_1 = 100N / mm$$

$$K_2 = 200N / mm$$

$$K_3 = 100N / mm$$

$$P = 500N, u_1 = u_4 = 0$$

Find:

- a) The global stiffness matrix.
- b) Displacements of node 2 and 3.
- c) The reaction forces at nodes 1 and 4.
- d) The force in the spring 2.

End Semester Examination, Dec. 2016
M.A. English — First Semester
ENGLISH LITERATURE: FROM CHAUCER TO MARLOWE (MEH-101)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: The question paper has TWO Sections: A and B. Section-A is compulsory. Attempt any FOUR questions from Section-B. Each question carries equal marks.

SECTION-A

Q.1 Explain the following passages with reference to the context (ANY FOUR):

- a) That if gold ruste, what shaetren do?
For if a priest be foul, on whom we trustee.
- b) Wommannesconsell broghte us first to wo,
And made Adam fro Paradys to go.
- c) What need my Shakespeare for his honored bones?
The labor of an age in piled Stones,
Or that his hallowed relics should be hid
Under a starry pointing pyramid?
- d) Had we but world enough and time,
This coyness, lady, were no crime.
We would sit down, and think which way
To walk, and pass our long love's day.
- e) Base Fortune, now I see, that in thy wheel
There is a point, to which when men aspire,
They tumble headlong down
- f) Mine appetite I never more will grind
On newer proof, to try an older friend,
A god in love, to whom I am confined.

5 × 4

SECTION-B

- Q.2 Chaucer's Prologue to the Canterbury Tales presents the picture of "a whole society", in fact the whole culture of the fourteenth century Christendom. Elucidate. 20
- Q.3 The simple Aesopian fable has been raised to the level of a very dense piece of poetry in The Nun's Priest's Tale. Discuss and illustrate. 20
- Q.4 Discuss Satan's meeting with angels who gather in Pandemonium, to discuss what they will do to avenge God. 20
- Q.5 Discuss John Donne as a metaphysical poet. 20
- Q.6 Elaborate the role played by Isabella in a world where men are the dominant sex. 20
- Q.7 What is the nature of love as depicted by Shakespeare in the sonnets addressed to the Dark Lady? 20

End Semester Examination, Dec. 2016
M.A. (English) — First Semester
SHAKESPEAREAN DRAMA (MEH-102)

Time: 3 hrs.

Max Marks: 100

No. of pages: 2

Note: The question paper has TWO Sections: A and B. Section-A is compulsory. Attempt any FOUR questions from Section-B. Each question carries equal marks.

SECTION-A

Q.1 Explain the following passages with reference to the context (ANY FOUR):

- a) What a piece of work is a man, how noble in reason,
how infinite in faculties, in form and moving how express and admirable,
in action how like an angel, in apprehension how like a god!
the beauty of the world.
- b) Thou art the thing itself.
Unaccommodated man is no more but such a poor, bare, forked animal as thou art.—
Off, off, you lending's! Come. Unbutton here.
- c) She never told her love,
But let concealment, like a worm i' th' bud,
Feed on her damask cheek. She pined in thought,
And with a green and yellow melancholy,
She sat like Patience on a monument,
Smiling at grief. Was not this love indeed?
We men may say more, swear more, but indeed
Our shows are more than will; for still we prove
Much in our vows but little in our love.
- d) A devil. a born devil, on whose nature
Nurture can never stick...
- e) What say you, Hermia? Be advised fair maid.
To you your father should be as a god,
One that composed your beauties, yea, and one
To whom you are but as a form in wax
By him imprinted and within his power
To leave the figure or disfigure it.
Demetrius is a worthy gentleman.
- f) Your actions are my dreams;
You had a bastard by Polixenes,
And I but dream'd it. As you were past all shame,—
Those of your fact are so — so past all truth:
Which to deny concerns more than avails; for as
Thy brat hath been cast out, like to itself,
No father owning it, — which is, indeed.
More criminal in thee than it, — so thou
Shalt feel our justice, in whose easiest passage
Look for no less than death

5 × 4

SECTION-B

Q.2 Comment on Shakespeare's use of soliloquies as an effective dramatic device in Hamlet.
20

Q.3 The play King Lear, in a sense, is about Lear's education through three different stages.
Elucidate.
20

- Q.4 Discuss the qualities and characteristics of a romantic comedy and show that Twelfth Night belongs to the class of Romantic comedies. 20
- Q.5 "Ariel is Prospero's instrument in developing and controlling the action...he is Prospero's stagemanager Prospero is the artist. Ariel the art." Examine this statement. 20
- Q.6 Discuss the role of women in the play The Winter's Tale, and their relationships with their husbands/lovers. 20
- Q.7 The play A Midsummer Night's Dream presents several different couples: Theseus and Hippolyta; Hermia and Lysander, Helena and Demetrius, Titania and Bottom, and Titania and Oberon. What aspects of love are explored in each of these relationships? 20

End Semester Examination, Dec. 2016
M.A. (English) — First Semester
ENGLISH NOVEL (MEH-103)

Time: 3 hrs.

Max Marks: 100

No. of pages: 2

Note: The question paper has TWO Sections: A and B. Section-A is compulsory. Attempt any FOUR questions from Section-B. Each question carries equal marks.

SECTION-A

Q.1 Answer the following questions (ANY FOUR):

- a) Discuss the theme of charity in Joseph Andrews.
- b) Jane Austen is neither romantic nor an Augustan novelist. Comment.
- c) Write a note on Dickens' art of Characterization.
- d) "Victorian age is a great age of novels" Elucidate.
- e) Write a note on Will Ladislaw in the novel Middlemarch.
- f) Discuss the character of Alec. Is he the villain of the novel Tess of the D'Urbervilles?
- g) Tess's story is full of omens. Discuss.
- h) Explain the following line with reference to the context:
"My love for Heathcliff resembles the eternal rocks beneath: a source of little visible delight, but necessary. Nelly, I am Heathcliff! He's always, always in my mind: not as a pleasure, any more than I am always a pleasure to myself, but as my own being."
- i) Briefly discuss the character and role of Nelly Dean in Wuthering Heights. 5 × 4

SECTION-B

Q.2 Compare the hypocrisy of Lady Booby and Mrs. Slipslop. 20

OR

How does Henry Fielding present his vision as a satirist in Joseph Andrews? 20

Q.3 "Jane Austen combines a gift for selecting significant detail with an ability to show the changes and slow, complex development of relationships". Discuss this remark in the light of your reading of Emma. 20

OR

"Emma's failure in Jane Austen's novel derives from her failure to control an over-active imagination". Elaborate this statement in the light of the knowledge of the novel. 20

Q.4 Elaborate the theme of resurrection as reflected in A Tale of Two Cities. 20

OR

F.R. Leavis defined Charles Dickens as "A Great Entertainer." Do you agree with F.R. Leavis? Give a reasoned answer. 20

Q.5 Middlemarch is a novel about misguided aspirations. Discuss 20

OR

"The novel Middlemarch is very much concerned with women's roles, women's lives, and how they should be changed." Do you agree with this statement? Discuss. 20

Q.6 How is Tess of the D'Urbervilles an indictment of the class system of English society near the end of the 19th century? 20

OR

How do nature and fate play a role in the novel Tess of the D'Urbervilles? 20

Q.7 Who is the central character of Wuthering Heights- Heathcliff or Cathy? Discuss and analyze in detail. 20

OR

Discuss Wuthering Heights as a Gothic Novel 20

End Semester Examination, Dec. 2016

M.A. (English) — First Semester

ENGLISH NOVEL (MEH-103)

Time: 3 hrs.

Max Marks: 100

No. of pages: 1

Note: The question paper has TWO Sections: A and B. Section-A is compulsory. Attempt any FOUR questions from Section-B. Each question carries equal marks.

SECTION-A

Q.1 Answer the following questions (ANY FOUR):

- a) Discuss Joseph Andrews as a satire.
- b) Write a short note on the character of Jane Fairfax.
- c) Like Janus (the Greek God), Jane Austen is a transitional novelist. Comment.
- d) What forces led to the great popularity of novels in the Victorian Age?
- e) Does A Tale of Two Cities Lack the characteristic Dickensian irresistible humour?
- f) Elaborate on the character of Dr. Tertius Lydgate, the newest doctor in Middlemarch.
- g) Alec wrongs Tess through his lack of principles. Discuss
- h) Discuss the circumstances of Heathcliff's death as described by Bronte.
- i) Explain the following lines with reference to the context:

"I've no more business to marry Edgar Linton than I have to be in heaven and if the wicked man in there had not brought Heathcliff so low I shouldn't have thought of it. It would degrade me to marry Heathcliff now so he shall never know how I love him and that not because he's handsome Nelly but because he's more myself than I am. Whatever our souls are made of his and mine are the same and Linton's is as different as a moonbeam from lightning or frost from fire."

5×4

SECTION-B

- Q.2 Discuss Joseph Andrews as a Picaresque Novel. 20
- Q.3 Discuss the theme of love and marriage in Emma. 20
- Q.4 Write an essay on Dickens' treatment of the French revolution in A Tale of Two Cities. 20
- Q.5 Discuss the issue of Reality versus Expectations in the novel Middlemarch. 20
- Q.6 The title of Hardy's novel describes Tess as "A Pure Woman". Does Tess, in fact, remain pure and in what respects? Why does Hardy highlight this quality in his title? 20
- Q.7 Do you find Heathcliff a hero or a demon in Wuthering Heights? Discuss and analyze in detail. 20

End Semester Examination, Dec. 2016
M.A. (English) – First Semester
ENGLISH LANGUAGE AND LINGUISTICS(MEH-104)

Time: 3 hrs

Max Marks: 100

No. of pages: 1

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

Q.1 How is human communication different from animal communication? Outline the characteristics of human language.

Or

Write down short notes on any four of the following:

- a) Register.
- b) Pidgin and creole.
- c) Language change.
- d) Origin of language.
- e) Derivational and inflectional morphemes.
- f) Deep and surface structure.

20

PART-A

Q.2 What is the difference between phonetics and phonology? Write down the phonetic symbols of sounds of English language (either vowels or consonants). Give one example of each sound. 20

Q.3 Classify the sounds (consonants and vowels) of English language in term of place of articulation alongwith examples. 20

Q.4 Define phonemes and allophones giving two examples of each. Give minimal pairs-two of voiced and voiceless consonants. 20

PART-B

Q.5 What are phrase structure rules? Formulate a set of phrase structure rules for the following three sentences and also draw the tree diagrams for the same sentences.

- a) The students were snoring in the class.
- b) The teacher punished the students.
- c) The teacher thinks that he will write a long letter to Chomsky about it. 20

Q.6 Write down notes on any two of the following:
a) Fixed and bound morphemes (Definite with examples).
b) Phonemes and allophones (Definite with examples).
c) Description of sounds by points / place of articulation. 20

Q.7 How many types of question sentences are there in English language? How are they formed? Write down the transformational rules involved. 20

End Semester Examination, Dec. 2016
M.A. (Journalism and Mass Communication) – Second Semester
ELECTRONIC MEDIA (MJ-202)

Time: 3 hrs

Max Marks: 75

No. of pages: 1

Note: Q.1 is compulsory. Attempt any FIVE questions from Part A and any TWO questions from Part B. Marks are indicated against each questions.

- Q.1 Attempt (any ten) of the following:
- a) Who is the I&B Minister of India?
 - b) When did VividhBharti started in India?
 - c) Name any two news agencies of India.
 - d) What is PrasarBharti?
 - e) What is internet radio? Give an example.
 - f) What is Khedaproject?
 - g) SITE started in the year _____.
 - h) FM Stands for _____.
 - i) Who owns Radio Mirchi?
 - j) BajateRaho is the Tagline of which radio channel.
 - k) What is paid news?
 - l) Name any two FM channels of AIR.
 - m) What is BCCC?
- 1 × 10

PART-A

- Q.2 Write a short note on 'Yellow Journalism'. 6
- Q.3 Discuss the role of input and output desk in a TV news channel. 6
- Q.4 What is cross media ownership? Explain with examples. 6
- Q.5 Write a note on various types of reporting in electronic media. 6
- Q.6 Discuss the principles of writing for electronic media. How is a radio script different from TV script? 6
- Q.7 Write short notes on:
- a) AM
 - b) FM
- 3x2
- Q.8 Critically analyze an interview or a discussion you have heard recently on radio. How do you think it could have been made more interesting? 6
- Q.9 Discuss the organizational structure of a TV News Channel in brief. 6

PART-B

- Q.10 How is online media different from electronic media in dissemination of information? Explain in detail. 17½
- Q.11 What are the various techniques of interviewing in electronic media? Discuss with suitable examples. 17½
- Q.12 What are the various types of radio formats? How is a radio talk different from a radio discussion? 17½

