

End Semester Examination, Dec. 2017
BAJMC – First Semester
INDIAN GOVERNMENT AND POLITICS (BAJ-1.1)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

Note: **Q.1 is compulsory.** Attempt any **TWO** questions from **Part-A** and any **TWO** questions from **Part-B**. Each question carries equal marks.

- Q.1 Answer the following in brief:
- a) Write any two Fundamental Duties mentioned in the Indian Constitution. **2**
 - b) Name two regional parties of India. **2**
 - c) What is the eligibility criterion for being the Chief Justice of India? **2**
 - d) What do you mean by Lokpal and Lokayuktas? **3**
 - e) Write any three features of the Indian Constitution. **3**
 - f) Write down the full forms of CBI, NHRC and EVM. **3**
 - g) What do you mean by Opinion and Exit polls? **5**

PART-A

- Q.2 Briefly explain the Fundamental Rights of Indian citizens. **20**
- Q.3 Elaborate the jurisdiction and powers of Supreme Court of India. **20**
- Q.4 "The mission of CBI is to protect the law of the land" Justify the given statement. **20**

PART-B

- Q.5 Throw light on the Electoral Reforms in India. **20**
- Q.6 What is the role of mass media in the Indian political scenario? Explain with relevant examples. **20**
- Q.7 "The role of CAG is to uphold the constitution of India and the laws of Parliament in the field of financial administration." Explain. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester
MEDIA ISSUES AND DEBATES (BAJ-1.2)

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 five**) questions from the following:

- a) How would you define 'grass root media'?
- b) Does media has any impact on society?
- c) What is the meaning of 'mass media'?
- d) What is the impact of media on rural society?
- e) What is 'traditional' media?
- f) What are the elements of mainstream media?
- g) How would you explain 'rural-urban' divide?

4x5

PART-A

Q.2 Should the media be accountable/answerable? **20**

Q.3 What is the meaning of 'paid news'? Would you justify its use? **20**

Q.4 What are human rights? What role does media play in implementing human rights? **20**

PART-B

Q.5 What is 'Yellow Journalism'? What measures as a Journalist, would you take to condemn it? **20**

Q.6 What are media trials? Discuss with examples. **20**

Q.7 Discuss the landmark judgment on Triple Talaq or Right to Privacy. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester INTRODUCTION TO COMMUNICATION AND MEDIA (BAJ-1.3)

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 Attempt (**any ten**) of the following:

- a) What do you mean by decoding?
- b) _____ and _____ are the two modes of sender in communication process.
- c) In communication _____ is essential between two parties.
- d) While replying, receiver becomes _____ and sender becomes _____ in the communication process.
- e) The observance of the result by the sender is called _____.
- f) During feedback the direction of communication process is _____.
- g) What is two way communications?
- h) Vertical communication is both _____ and _____.
- i) What is a notice?
- j) In _____ communication there are many senders and one receiver.
- k) Verbal communication involves the use of _____.
- l) Meeting is headed by _____.
- m) Who invented the first printing press?
- n) Name two newspapers started by Raja Ram Mohan Roy. **2×10**

PART-A

- Q.2 Write a short note on Media and Democracy. **10**
- Q.3 Define ethics and write a descriptive note on the ethics of Media. **10**
- Q.4 What was SITE and its contribution in rural development? **10**
- Q.5 What are the responsibilities of journalists? Explain with the help of examples. **10**
- Q.6 The press is considered as an unofficial fourth estate/branch of Government. Express your views in regard to this statement. **10**
- Q.7 What are opinion leaders? Comment on the role of opinion leaders in our country. **10**

PART-B

- Q.8 Discuss in detail the elements of communication and explain it with the help of a diagram. **20**
- Q.9 Explain in detail the following:
- a) Haptics.
 - b) Kinesics.
 - c) Proxemics.
 - d) Oculistics. **20**

Q.10 What are the different forms of communication? Explain in detail.

20

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – First Semester
IT FOR MEDIA (BAJ-1.4)

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 two**) of the following:

- a) Explain the purpose of using layer palette and its functions in Photoshop.
- b) Define a Pixel. Differentiate between RGB and CMYK color modes.
- c) Explain Metropolitan and Wide area network.

5x2

PART-A

Q.2 What is a computer? Explain its characteristics.

10

Q.3 What is Data Communication? Explain the five components of Data Communication System.

10

- Q.4
- a) What types of fill properties are available in coral draw? Explain it with the help of examples. **5**
 - b) Design a layout for a bi-fold brochure. **5**

PART-B

Q.5 Briefly explain the following types of computers:

- a) Personal Computer.
- b) Workstation Computer.
- c) Main Frame Computer.

10

Q.6 What is Multimedia? Explain the components of Multimedia with the help of appropriate examples.

10

Q.7 Define Internet. What are the advantages and disadvantages of Internet?

10

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester
FILM STUDIES (BAJ-1.5)

Time: 3 hrs

Max Marks: **100**

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.

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

- a) Define genres.
- b) What is a stock situation?
- c) What is a descriptive approach to studying?
- d) What are icons and iconography?
- e) What are props in a film scene?
- f) Name the heroine of Mother India.
- g) Who was Dada SahebPhalke?
- h) Genres can be identified by a) _____ and b) _____.
- i) Arnold Schwarzenegger is associated with _____ films.
- j) A creaking door sound is associated with _____ films.

State whether the following statements are TRUE / FALSE:

- k) Settings are the elements that are typical, distinctive and recognizable for a given genre.
- l) Specific costumes can be associated with specific genres.
- m) Theme of the fear of technology is central to Science Fiction films.
- n) Rishi Kapoor usually did romantic films in 1980s.
- o) Shakespeare has been adapted in many Hindi films. **2x10**

PART-A

Q.2 Write a critical film review of the following films:

- a) Jab we met. **10**
- b) Cocktail.
- c) Tanu weds Manu. **10**

Q.3 Identify the stages of production and explain them with relevant examples. **10**

Q.4 Explain Mis-en-scene and script break down. **10**

Q.5 Enumerate upon various stages of post-production. **10**

Q.6 How would you promote and sell your film? Explain the process. **10**

Q.7 Write a short note on the concept and definition of screenplay. **10**

Q.8 How will you develop the plot of:

- a) Film on environment.
- b) Saas-bahu serial.
- c) Sitaswayamwar. **10**

Q.9 Classify various elements of story-telling according to different genres. **10**

PART-B

- Q.10 Props, costumes and locations are an important part of story-telling technique in films. Discuss how Aashutosh Gowarikar has utilized them? **15**
- Q.11 'The film business is cyclical and seasonal in nature' – Explain why are all the big budget releases clustered around festival and holiday time? **15**
- Q.12 'Special effects is an art'. It is also a technique and practice of assembling abstract and unrelated shots into a sensible sequence. Discuss the job of an editor in this context. **15**

End Semester Examination, Dec. 2017
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: **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 in brief:
- a) Write down any two Fundamental Duties of an Indian citizen. **2**
 - b) Name any two regional parties of India. **2**
 - c) Define EVM. **2**
 - d) Write down the full forms of these political parties:
 - i) BSP
 - ii) RJD
 - iii) NCP **3**
 - e) What do you mean by Lokpal? **3**
 - f) Write down any three features of the Indian Constitution? **3**
 - g) What do you mean by Opinion and Exit Polls? **5**

PART-A

- Q.2 Briefly explain the Fundamental Rights guaranteed by the Indian Constitution. **20**
- Q.3 What are the powers and functions of the President of India? **20**
- Q.4 "Comptroller and Auditor General of India is the guardian of the public purse and control the entire financial system of the country." Elaborate. **20**

PART-B

- Q.5 Write a detailed note on the Electoral Reforms in India. **20**
- Q.6 What is RAW? Throw light on the working of RAW in India. **20**
- Q.7 "There should be reservation of seats for women in Parliament". Give your views either for or against the statement. **20**

End Semester Examination, Dec. 2017
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: Attempt any **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and any **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 Attempt (**any four**) of the following:

- a) What do you mean by Female Foeticide?
- b) What is Globalization?
- c) Discuss the scope of Economics and its relation with other Social Sciences.
- d) Write a short note on Indian Renaissance.
- e) Discuss communalism and its effect on society.
- f) What is Modernization and its effect on family values and traditions?
- g) State the difference between FDI and FII.

2x10

PART-A

Q.2 Write short note on Poverty and Unemployment in India.

20

Q.3 What is Caste System and Casteism? Discuss in detail.

20

Q.4 Write short note on Indian Art.

20

PART-B

Q.5 Write a note on major religions in India.

20

Q.6 What is Women Empowerment? Discuss the various schemes by Government of India for empowering women.

20

Q.7 Explain the following in detail:

- a) State of Agriculture in India.
- b) Farmers Suicide.

20

End Semester Examination, Dec. 2017
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 Attempt (**any ten**) of the following:

- a) Write two advantages of e-newspaper.
- b) Write full form of PCI.
- c) Write full form of INS.
- d) Differentiate between by-line and print-line.
- e) Who is the father of Indian Journalism?
- f) Name the two newspapers started by Raja Ram Mohan Roy.
- g) What is 'Context' in communication?
- h) Define 'media accountability'.
- i) When was facebook launched and by whom?
- j) Difference between a tabloid and a broadsheet.
- k) Define Oculesics.
- l) What are the qualities of a news reporter?
- m) What is multimedia?
- n) What is haptics and where it is used?

2×10

PART-A

- Q.2 What are the different types of non-verbal communication? Explain them in detail. **10**
- Q.3 Explain the process of communication. **10**
- Q.4 What are the changes brought in the field of journalism due to the advancement in technology? Explain. **10**
- Q.5 What is the role of news agencies in contemporary times? Explain. **10**
- Q.6 What is TAM? What are the functions of TAM? Explain. **10**
- Q.7 What are the functions of Mass Communication? **10**

PART-B

- Q.8 It is the time to reassess the issue of fairness in TV Audience Metrics (TAM) and the need for a mechanism to ensure it. Express your views in favour or against the given statement. **20**
- Q.9 What is socialization? What is the relationship between communication and socialization? **20**
- Q.10 In new media posing a serious challenge to traditional media? Discuss with the help of relevant examples. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester

BASIC LANGUAGE SKILLS (BAJM-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 Draw a line under the action verb in each sentence below:

- a) The airplane soared through the clouds.
- b) The eagle built a nest in the top branches of the tree.
- c) Mia counted her baseball cards.
- d) The hungry puppy gobbled up the food.
- e) Mike and I dipped our pretzels in cheese.
- f) Meeta ran to the store room.
- g) The player had to run to catch the ball.
- h) The base-ball player threw the ball very far.
- i) I went to school in the morning.
- j) David had to run to the class as he was late.

10

PART-A

Q.2 a) Write an informal letter to your friend Alice, expressing your desire to go for camping for a couple of weeks. **10**

b) You are Andy, residing in Washington. Write a letter (120-150 words) to Peter telling him about your new pet. **10**

Q.3 a) Prepare a CV, as if you are applying for the job of a photographer. **10**

b) Write a letter to your father telling him about the prize you have won in the inter-college dance competition during the cultural meet. **10**

Q.4 Write an article on any one topic given below (in 200-250 words) sharing your experience on:

a) How you went as a volunteer in a school with disabled children. **10**

b) How you got a list of elderly people in your area and visited them and helped them. **10**

10

PART-B

Q.5 Write short notes on **(any four)**:

a) Letter to editor and its importance.

b) GST and its impact.

c) Press release.

d) Women in advertisements.

e) 7 C's of communication.

f) What makes a good human being?

5x4

Q.6 a) Write a book review on the latest book that you have read. **10**

b) Write an opinion article on the new government policies. **10**

Q.7 Write an essay on **(any two)**:

a) Social media and its effect on young people.

- b) Globalization and its effect on economy.
- c) How happy relationships affect a person?

10x2

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Second Semester
INTERNATIONAL RELATIONS (BAJM-201)

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**. Marks are indicated against each question.

- Q.1 Answer in brief:
- a) Write full form of ASEAN and BRICS. **2**
 - b) What do you mean by League of Nations? **2**
 - c) What do you mean by Trench War? **2**
 - d) Name any three News Agencies. **3**
 - e) What is the primary function of OIC? **3**
 - f) What do you mean by Non Aligned Movement? **3**
 - g) Write a note on Panchsheel. **5**

PART-A

- Q.2 Write a detailed note on World War II. **20**
- Q.3 Elaborate the functioning, working and composition of United Nations. **20**
- Q.4 Write a detailed note on relations between India and Russia. **20**

PART-B

- Q.5 "Terrorism in World is a threat to development" Explain. **20**
- Q.6 Throw light on the aftermaths of World War I. **20**
- Q.7 Explain how social media has become an effective tool for political campaigning. **20**

End Semester Examination, Dec. 2017

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**. Marks are indicated against each.

- Q.1 Attempt (**any ten**) questions from the following:
- What is push messaging?
 - Who is the current CEO of Microsoft?
 - Name any two input devices.
 - Name any two audio editing software.
 - Who is the founder of Google?
 - What is the PPC?
 - Which number system is understood by computer?
 - What is RAM?
 - Name any two output devices used for display?
 - Name any two internet service providers.
 - FTP stands for _____.
 - Which kind of ink is used for non-impact printers?
 - LED stands for _____.

2×10

PART-A

- Q.2 Write short notes about:
- Windows operating system.
 - Memory unit.
- Q.3 What do you understand by router and server? Explain them, in detail.
- Q.4 What is the difference between mobile application and software? Elaborate with examples.
- Q.5 Explain the basic elements of computer communication system.
- Q.6 What is web promotion? Explain various types and medium which are used for it.
- Q.7 Explain the following in detail:
- Corel Draw.
 - LAN.
- Q.8 What do you mean by multimedia applications? Explain various types and their use.
- Q.9 What do you understand by characteristics of computer? Elaborate them.

PART-B

- Q.10 How does computing evolve from abacus to modern super computers? Explain various stages and generations.
- Q.11 "Now a day, the print is facing a big challenge from web and its popularity is declining." Do you agree with the statement? Support your answer with suitable examples.

Q.12 How internet is changing the present scenario of journalism? Discuss the various advance technologies and their need in the broadcast media. **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Second Semester
FILM STUDIES (BAJM-203)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

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

- Q.1 Attempt (**any ten**) of the following:
- a) In which year studio culture started?
 - b) What do you mean by slug line?
 - c) Write any two movies directed by Anurag Bose.
 - d) Who was the director of 'Mughal-e-azam'?
 - e) Who started Prabhat Film Company?
 - f) Name the first talkie feature film of India.
 - g) What do you understand by Visual effects?
 - h) Name any two movies directed by Yash Chopra.
 - i) The debut film of Anushka Sharma was _____.
 - j) Name the film company started by Raj Kapoor.
 - k) Name the first film company of India.
 - l) Apur Sansar was released in the year _____.
- 2×10**

PART-A

- Q.2 What do you mean by Genre? Explain with examples. **8**
- Q.3 Write a short note on multiplex system. **8**
- Q.4 Write a review of any movie of sixties. **8**
- Q.5 Write a brief history of Indian Cinema. **8**
- Q.6 Discuss the impact of globalization on Indian Cinema. **8**
- Q.7 Write short notes on the following:
- a) Silent Era.
 - b) Golden Era.
- 8**
- Q.8 Explain the following in detail:
- a) Recce.
 - b) Editing.
- 8**
- Q.9 Explain the use of animation in cinema in detail. **8**

PART-B

- Q.10 Write a detailed note on pre-production and post-production. **20**
- Q.11 What do you mean by a Plot? Discuss in detail how a plot is developed? **20**
- Q.12 Write a detailed note on the following iconic film directors of India:

- a) Satyajit Ray.
- b) Raj Kapoor.

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Second Semester
PRESS LAWS AND HISTORY OF JOURNALISM (BAJM-204)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

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

- Q.1 Attempt (**any ten**) of the following:
- a) What is the difference between Ethics and Law?
 - b) Name any two International News Agencies.
 - c) Wikileaks was founded by _____.
 - d) Who is the I&B Minister of India?
 - e) Who was the Editor of *Young India* newspaper?
 - f) Write any two newspapers associated with Raja Ram Mohan Roy.
 - g) Who is the Chairman of Prasar Bharti?
 - h) ABC stands for _____.
 - i) Who is the owner of BCCL?
 - j) DAVP is _____.
 - k) Who is Chandan Mitra?
 - l) What is Slander?
 - m) Radio came to India in _____.
- 2×10**

PART-A

- Q.2 Discuss the recommendations of first Press Commission. **8**
- Q.3 Write a short note on Defamation. **8**
- Q.4 Write short notes on:
- a) Verghese Committee.
 - b) Official Secret Act.
- 8**
- Q.5 Discuss the role of Press in Freedom struggle of India. **8**
- Q.6 Write in brief about Press Council of India. What are its role and functions? **8**
- Q.7 Discuss the significance of Freedom of Speech and Expression in relation to media. **8**
- Q.8 Write in brief the history of Print in India. **8**
- Q.9 Write short notes on:
- a) UNI.
 - b) Right to Information Act, 2005.
- 8**

PART-B

- Q.10 Write down the Journalistic Ethics and Social responsibility of a Journalist. **20**
- Q.11 Write a short note on History of Radio Journalism in India. **20**
- Q.12 Discuss the role of Social Media in Journalism with reference to Citizen Journalism. **20**

End Semester Examination, Dec. 2017

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 is news?
- b) Differentiate between *hard news* and *soft news*.
- c) What do PTI and UNI stand for?
- d) Define the word 'desk' in a publishing house.
- e) What is the job of a sub-editor?
- f) What is a 'broadsheet'?
- g) Why is it essential to have 'shifts' in a newspaper organization?
- h) What is a masthead? Explain with an example.

2x5

PART-A

- Q.2 What is an 'inverted' pyramid and how it is used while writing a story? **10**
- Q.3 What are the responsibilities of a Reporter? **10**
- Q.4 What is a beat? Describe, in detail, three different kinds of beats a Reporter may be assigned. **10**
- Q.5 How would you define editing? Explain three important elements of editing. **10**
- Q.6 What is breaking news? As an Editor of a newspaper, how would you handle breaking news? **10**
- Q.7 Do pictures/photos tell a story? What are the basic elements of a good picture? **10**
- Q.8 What is layout and what is the basic layout a newspaper follows? What are the elements you would use to enhance the layout of your newspaper? **10**
- Q.9 What are the duties of a sub-editor? What is *spot reporting*? **10**

PART-B

- Q.10 Write an article on the International media conference which was organized by FMeH on 4th March, 2017. Describe, in detail focusing on the topic, the personalities who were part of the conclave and your participation in the conference. Your article should not be less than 250 words. **20**
- Q.11 Write a comprehensive report on any outdoor/outbound visit which you may have gone from your department. Write a report either on your visit to the Surajkund mela, or visit to IBN 7 or to the International Science Film Festival. Your article should describe your experience in not less than 250 words. **20**

Q.12 Write an article on any political news e.g. the Uttar Pradesh elections or any other hard news which has been making headlines in the last two months. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Second Semester
ENVIRONMENTAL SCIENCE (BAJM-301)

Time: 3 hrs

Max Marks: **100**

No. of pages: **1**

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

- Q.1 Attempt (**any four**) questions from the following:
- a) What is Hydrogen cycle? Explain with diagram.
 - b) What do you mean by food chain? How it helps in the growth of ecosystem?
 - c) What are biological weapons? How they can be dangerous for the ecosystem?
 - d) What is soil pollution? Elaborate it, in detail.
 - e) What is deforestation?
 - f) What is migration? How it affects the ecological balance? **5x4**

PART-A

- Q.2 What is rain water harvesting? How it helps in water conservation? **10**
- Q.3 What are the energy resources? Elaborate it in detail. **10**
- Q.4 What is photo synthesis? How it helps in food production? **10**
- Q.5 What do you understand by producer, consumer and decomposer? What are their roles in climate protection? **10**
- Q.6 'Industrial development is a major cause of global warming.' Do you agree? With it? Elaborate it with suitable examples. **10**
- Q.7 What is waste management? How it can be helpful in sustainable development? **10**

PART-B

- Q.8 How do the developmental activities are affecting the biodiversity of a region? Explain it with suitable examples? **20**
- Q.9 Do you agree with the recent ban on fire crackers and diesel vehicles? What are the other major steps that can be taken to curb the pollution? **20**
- Q.10 What are the natural resources? What is consumption and conservation of them? How they can be protected? **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Third Semester
COMMUNICATION THEORY (BAJM-302)

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**. Each questions carry equal marks.

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

- a) Process of communication.
- b) Noise.
- c) Kinesics.
- d) Advantages of group communication.
- e) Play theory.
- f) Free press theory.
- g) Convergence model.
- h) Schramm's model.
- i) Selective perception.
- j) Authoritarian theory.
- k) New comb's model.
- l) Interpersonal communication.

2x10

PART-A

Q.2 What are the essential functions of communication? Explain with examples. **10**

Q.3 What is verbal and non-verbal communication? What is their importance in our daily life? **10**

Q.4 How is mass communication different from group communication? **10**

Q.5 Multistep Theory is extended version of Two Step Theory. Explain. **10**

Q.6 What are the essential qualities required to be a good communicator? **10**

Q.7 Examine the importance of mass communication in a developing country like India. **10**

PART-B

Q.8 Explain the scope and purpose of communication models. Discuss briefly Lasswell's model of communication. **20**

Q.9 How can psychology of an individual act as a barrier in communication? Explain. **20**

Q.10 What is Agenda Setting Theory? Is it applicable to Indian media? Justify answer with suitable examples. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Third Semester
ADVERTISING (BAJM-303)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

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

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

- a) What is surrogate advertising?
- b) What is PLC?
- c) What is Call of Action?
- d) What do you mean by AIDCA?
- e) What do you mean by USP?
- f) What is Target Audience?
- g) Define Public Opinion.
- h) Write any two advantages of sales promotion.
- i) Write any two advantages of TV advertising.
- j) Who is regarded as the Father of Advertising?
- k) Define motivation in advertising.
- l) Define Propaganda.
- m) Define Advertising.

2x10

PART-A

Q.2 Define 'appeal'. How various appeals and USP's play an important role in product purchase? Explain with suitable examples. **8**

Q.3 Suppose, you are going to launch a product in Delhi-NCR. Do the market segmentation of the area on various demographics. **8**

Q.4 Write short notes on AAAI and ASCI. **8**

Q.5 Do you think advertising world adhered by ethics? Justify your answer with suitable examples. **8**

Q.6 Discuss various tools and techniques of sales promotion in detail. **8**

Q.7 How sales promotion techniques and public opinion help in increasing sales? **8**

Q.8 Describe the various types and economical aspects of advertising in detail. **8**

PART-B

Q.9 What do you mean by copy writing? How to write an advertising copy for print industry? **20**

Q.10 Discuss advertising skill writing and develop a 30 second TV commercial. **20**

Q.11 Explain DAGMAR and AIDCA in detail. Discuss various budgeting techniques of advertising in detail. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Third Semester
PHOTO JOURNALISM (BAJM-304)

Time: 3 hrs

Max Marks: **100**

No. of pages: *1*

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

Q.1 Attempt (**any ten**) questions from the following:

- a) What is CCD?
- b) What is Monopod?
- c) What is Dolly?
- d) When was first photograph taken?
- e) What is the intensity of day light?
- f) What is exposure?
- g) What is the intensity of key light?
- h) TLR stands for _____?
- i) What is ND filter?
- j) What is F number?
- k) CMYK stands for _____
- l) What is the range of focal length of prime telephoto lens?
- m) What is fine art photography?
- n) What is panning?

2x10

PART-A

- Q.2 What do you understand by angle of view? Elaborate it in the context of depth of focus? **10**
- Q.3 What are the different light properties? What is their role in photography? **10**
- Q.4 What are the different camera component? Explain them in detail. **10**
- Q.5 What do you mean by photo shot? Explain its various types. **10**
- Q.6 Which types of lens are used in sports photography? Elaborate it with specifications. **10**
- Q.7 What is aesthetics in photography? How it helps in making the frame? **10**

PART-B

- Q.10 What are the various kinds of lenses used in photoshoot? How they help to cover a perfect photograph? Describe them in the context of their focal length. **20**
- Q.11 How a SLR camera works? What are the some lighting principles of image formation used in it? Elaborate it with diagram. Explain the role of camera film. **20**
- Q.12 What are the various principles of photo composition? How they help a photo journalist to capture the perfect shot for the story? **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Third Semester
PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS
(BAJM-305)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

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

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

- a) Write the full form of PRSI.
- b) Explain Propaganda
- c) Define Third-Party Endorsement.
- d) What is a Corporate Image?
- e) Who were called as Robber Barons?
- f) Write the full form of IPRA.
- g) Who is the father of modern Public Relations?
- h) Who were known as Muckrakers?
- i) What is Press Agency?

Fill in the blanks with suitable answers:

- j) The placing of information into news is called _____.
- k) To garner support and endorsement for a person, product, institution or idea is called _____.
- l) What is Below the Line Spin?
- m) _____ involves planning activities or staging events - sometimes just stunts- to attract attention to a person, institution, idea or product.

State whether following statements are TRUE or FALSE:

- n) Public Affairs is building relationship with the government and the regulatory bodies?
- o) PRSA is an association of Advertising Professionals. **2×10**

PART-A

- Q.2 PR and Media share a symbiotic relationship with each other. Discuss in the context of interdependence of Media and PR. **8**
- Q.3 A house journal is an important means of communication used by companies/ organizations to reach out to its various publics. Give your answer by explaining various stages in planning a house journal. **8**
- Q.4 Discuss the relevance of ethics in PR with relevant examples. **8**
- Q.5 What is corporate culture and what are the factors that go into the making of a corporate culture? Substantiate your answer with relevant examples. **8**
- Q.6 A press conference is an important means of reaching out to specific media simultaneously. Explain why and when a press conference should be called. **8**
- Q.7 Define Public Relations. Explain how it is different from Propaganda. **8**
- Q.8 Discuss in detail the emerging trends in public relations industry in the country. **8**

Q.9 Discuss the emergence of corporate communications function in India. **8**

PART-B

Q.10 Define Social Marketing and explain its role in the process of behaviour change by citing one such campaign which, in your opinion, has impacted the society at large. **20**

Q.11 Do you agree with the following statement – “A good Press Release is the one that is published”. Justify your views by elaborating on the various factors taken into consideration while writing an effective press release. **20**

Q.12 Define Corporate Social Responsibility (CSR) and discuss one of well-known CSR campaigns undertaken by a company. **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fourth Semester
EVENT MANAGEMENT (BAJM-401)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

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

Q.1 Answer the following questions: **(ANY TEN)**

- a) Define Event?
- b) Write an example of a Corporate Event.
- c) What does ILEA stands for?
- d) Define Sponsor Proposal.
- e) Events are temporary in nature. **TRUE/FALSE**
- f) Define advertising.
- g) Write an example of a cultural event.
- h) Mention any one objective of an event.
- i) Define Trade Fair.
- j) Objectives of an event must be SMART _____, Measurable, _____. Relevant and Timed around the event.
- k) Mention any one feature of an event.
- l) Mention any one quality of an Event Manager.
- m) Who is a Sponsor?
- n) Define event proposal.
- o) Mention any one visual aid used for event promotion. **10×1**

PART-A

- Q.2 What is event management? Discuss the scope of event management industry in today' world. **10**
- Q.3 Explain the various steps involved in the risk management strategy of an event. **10**
- Q.4 What is the role of media in event promotion? **10**
- Q.5 What are the major roles and responsibilities of Event Manager? **10**
- Q.6 Explain the 5 C's of an event? **10**
- Q.7 Why is emergency planning important for any event? Explain. **10**
- Q.8 Prepare an event proposal for a sports event. **10**
- Q.9 Discuss the ISES code of ethics for event management. **10**

PART-B

- Q.10 Event management requires team effort. Briefly discuss the roles and responsibilities of the event team. **20**
- Q.11 Describe various stages of the event planning process. **20**

Q.12 Explain in detail various types and size of events.

20

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fourth Semester
COMMUNICATION RESEARCH (BAJM-402)

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 TEN**):

- a) What is sampling frame?
- b) What is inductive research and deductive research?
- c) What is external validity?
- d) What is universe in sampling process?
- e) What is a dependent variable?
- f) What is convenience sampling?
- g) Who invented questionnaire as research instrument?
- h) What is participatory method?
- i) What is the falsifiability in scientific research?
- j) Explain Likert scales in one line.
- k) What is cluster sampling?
- l) What is randomization in research?
- m) What is a census?
- n) What is creative commons?
- o) What is the full form of APA?

2x10

PART-A

- Q.2 a) Write a short note on 'content analyses'. **10**
b) What is qualitative research method? **10**
- Q.3 a) Explain Applied Research in brief. **10**
b) What are experimental studies? Describe true experimental designs and quasi-experimental designs. **10**
- Q.4 a) Explain in detail the survey method and its types. **10**
b) Briefly explain the typical stage in research. **10**

PART-B

- Q.5 a) Differentiate between Basic and Applied Research. **10**
b) Define hypothesis and state the purpose of the hypothesis in a research study. **10**
- Q.6 a) What is sampling technique in research? What are the different types of sampling techniques? What is sampling bias? **10**
b) What is audience analysis? Explain its importance and the process of conducting audience analysis by giving suitable examples. **10**
- Q.7 What is Review of Literature (ROL)? Explain in detail the importance of ROL. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fourth Semester DEVELOPMENT COMMUNICATION (BAJM-403)

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 carry equal marks.

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

- a) Define Development Communication.
- b) Define the process of development communication.
- c) Name the two scholars who proposed the Dominant perspective in 1950-1970.
- d) What is development support communication?
- e) Who are Everhold Hosein and Elil Renganathan?
- f) Define 'ICT4D'.
- g) Give full form of 'ACADA'.
- h) What is active participation?
- i) Name two forms of traditional media?
- j) Do you agree- 'ROTI, KAPDA, MAKAN = development communication'?
- k) Pitamber Pant's development model of India was based on
- l) What is the purpose of development communication?
- m) What are strengths and weaknesses of Free Press theory?
- n) Write two examples of Diffusion of innovation.
- o) Identify two minimum needs and priority areas.

2x10

PART-A

- Q.2 a) Identify and discuss two socio-economic indicators of development. **10**
b) Evaluate Development communication in India. **10**
- Q.3 a) Enumerate three generalized characteristics of developing countries. **10**
b) Discuss with examples the participatory model of development communication. **10**
- Q.4 a) Explain three elements of development communication approach. **10**
b) Write a short critique on alternative perspective of development communication. **10**

PART-B

- Q.5 a) Enumerate impact of ICT4D on development process in the Jungles of Amazon. **10**
b) What is Allocative inefficiency in developing society? **10**
- Q.6 a) Discuss the role of mobile phones in development of Rural India. **10**
b) Explain strategic components of development communication. **10**
- Q.7 You have made a dev. communication film. What is your learning from this process? **20**

End Semester Examination, Dec. 2017
BJMC – Fourth Semester
NEWSPAPER AND MAGAZINE JOURNALISM (BAJM-404)

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.

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

- a) What is Print Line?
- b) What is RGB?
- c) What is Mast head?
- d) Who is a Cub?
- e) Who is the owner of 'The Hindustan Times'?
- f) Name any two fashion magazines of India?
- g) Who was Gauri Lankesh?
- h) What is the name of largest selling magazine of India?
- i) What is the full form of NDTV?
- j) Who is the editor of "The Times of India"?
- k) What do you mean by layout?
- l) Name any two print media related softwares.
- m) What do you mean by exclusive news?

1x10

PART-A

- Q.2 Write a note on "Future of Print media in India". **5**
- Q.3 Throw a light on the various types of magazines in India. **5**
- Q.4 What points on should keep in mind while writing a coloumn? **5**
- Q.5 What is a bureau? What are the responsibilities of a bureau chief? **5**
- Q.6 Discuss how placement and elements of news hold the most important place in newspaper formation? **5**
- Q.7 Discuss recent trends of newspaper industry in India with suitable examples. **5**
- Q.8 Discuss qualities, role and responsibilities of a reporter in detail. **5**

PART-B

- Q.9 "Print media is considered one of the most reliable sources of information". Explain. **17½**
- Q.10 Draw the organizational structure of a newspaper and explain the working of each and every department of it. **17½**
- Q.11 Write down a feature on any topic of your choice. **17½**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Fourth Semester
TRADITIONAL MEDIA (BAJM-405)

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 Attempt (**any ten**) of the following:

- a) Define culture.
- b) Powada is a folk form of Gujarat. (**True/False**)
- c) Song and Drama Division was formed in the year _____.
- d) Mention a prominent theatre artist of India.
- e) Define Archive.
- f) Mention any one folk dance of North East India.
- g) Madhubani Paintings belong to _____ region.
- h) Write any one characteristic of folk media.
- i) Yakshagana is a folk theatre of _____.
- j) Mention any one folk form of Tamil Nadu.
- k) Mention any one disadvantage of folk media.
- l) Oyilattam is a _____.
- m) Define New Media.
- n) Write the full form of IPTA
- o) Mention any one folk song of Punjab.

2x10

PART-A

- Q.2 a) Write a note on the folk theatre of India. **10**
b) Discuss the nature and scope of folk media in India. **10**
- Q.3 a) Differentiate between Folk Media and New Media. **10**
b) Throw light on the major problems faced by the folk media artists. **10**
- Q.4 a) What is the role of traditional media in Development Communication? **10**
b) Write a note on the popular folk dances of India. **10**

PART-B

- Q.5 a) Explain the role of folk media in promoting tourism in India. **10**
b) Discuss the various advantages and disadvantages of Traditional Media. **10**
- Q.6 a) Briefly discuss the various folk forms of India. **10**
b) What is the relevance of folk media in rural as well as urban India? **10**
- Q.7 Write notes on:
a) Folk art forms of Western India.
b) Folk art forms of North India. **10x2**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Fifth Semester
MEDIA MANAGEMENT (BAJM-501)

Time: 3 hrs

Max Marks: **100**

No. of pages: **1**

Note: **Q.1 is compulsory.** Attempt any **TWO** questions from **Part-A** and any **TWO** questions from **Part-B**. Each question carries equal marks.

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

- a) Define Management.
- b) Write any two examples of Government Media.
- c) Write down the full forms of UNI and ANI.
- d) What is RNI?
- e) SWOT stands for _____.
- f) Mention two advantages of sole proprietorship.
- g) Name two international news agencies.
- h) Define TAM.
- i) What is a Scalar Chain?
- j) Mention two strengths of Radio industry.
- k) Define partnership.
- l) Name any two regional language newspapers of India.
- m) Where is Universal Studios located?

2x10

PART-A

- Q.2 a) Explain the procedure of starting a newspaper. **10**
b) What are the problems faced by small scale newspapers in India? **10**
- Q.3 a) Explain the importance of controlling and planning in a media organization. **10**
b) Discuss the duties of a media manager? **10**
- Q.4 a) What are the legal issues in media business? **10**
b) What are the sources of television and newspaper finance? **10**

PART-B

- Q.5 Do a SWOT analysis of Radio and Print industry in India. **20**
- Q.6 What is Management? Briefly explain the Principles of Media Management. **20**
- Q.7 Explain, in detail, the concept and functions of Management Information System. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) — Fifth Semester
NEW MEDIA (BAJM-502)

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) Attempt (**any five**) of the following:

- i) Write a note on Blog.
- ii) What are the advantages of electronic emails?
- iii) Explain the pros and cons of Social Networking Sites.
- iv) Explain the concept of serif and sans-serif fonts.
- v) What are WEB 2.0 technologies?
- vi) Explain social movement.

3×5

b) **Fill in the blanks:**

- i) A web user who writes a blog _____.
- ii) Facebook was founded by _____.
- iii) _____ is a video sharing website.
- iv) _____ is a Photo sharing website.
- v) Copyright is a part of _____ rights.

5

PART-A

Q.2 What do you mean by writing for web? What are the etiquettes to be followed in writing on social media?
20

Q.3 Write short notes on the following:

- a) Cyber journalism.
- b) Digital journalism.

10×2

Q.4 Discuss the advantages and disadvantages of information flow and control on internet. Are the people of India using digital platforms?
20

PART-B

Q.5 Define New Media. Explain the various characteristics of New Media.

20

Q.6 Nowadays Social Media has become an essential part of life. Medium to spread information and awareness and for some, it acts as a companion. What is your opinion about this? Explain.

20

Q.7 Explain online advertising? Is online advertising effective the mode of communication? To what extent do you agree with the statement?

20

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
MEDIA ETHICS (BAJM-503)

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**. Marks are indicated against each question.

- Q.1 Answer the following:
- a) What do you mean by objectivity? **2**
 - b) What is Ethics? **2**
 - c) What is yellow journalism? **2**
 - d) Write a brief note on sensationalism. **5**
 - e) What do you mean by media trial? **4**
 - f) What is paid news? **3**
 - g) What is plagiarism? **2**

PART-A

- Q.2 Write a detailed note on sting operations citing few examples. 'Sting operations are ethically wrong'. Critically examine the statement. **20**
- Q.3 Discuss PCI guideline of ethics in detail. **20**
- Q.4 'Accuracy and Fairness are the two important pillars of ethics based journalism'. Critically analyze the statement citing examples. **20**

PART-B

- Q.5 Write a detailed note on invasion of privacy giving suitable examples. **20**
- Q.6 Write an article on media and social responsibility. **20**
- Q.7 Discuss the ethical issues related to social media in detail. **20**

End Semester Examination, Dec. 2017

BA-JMC - Fifth Semester

RADIO JOURNALISM (BAJM-504)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

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

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

- a) What is script?
- b) What do you mean by vox-pop?
- c) Who is the Minister of Information and Broadcasting in India?
- d) What is TRAI?
- e) What do you mean by SW?
- f) In which year FM started in India?
- g) What is News Reel?
- h) Name any one radio programmes anchored by Ameer siyani.
- i) What is Lapel?
- j) What do you mean by commercial radio?
- k) Who is the owner of Red FM?
- l) In which year Vividh Bharti started in India?
- m) Who was the first Controller General of Radio in India?

2x10

PART-A

- Q.2 Explain various features and characteristics of radio in detail. **8**
- Q.3 Throw a light on the role of internet radio in contemporary times. **8**
- Q.4 Describe the working of each and every department of a private channel with the help of an organizational chart. **8**
- Q.5 What are the basic rules one should keep in mind while making script for an interview? Write down a five minutes script for a radio commercial. **8**
- Q.6 Throw a light on the uses and types of Mics available in radio industry. **8**
- Q.7 Explain how FM plays an important role in the success of radio industry in India. **8**
- Q.8 Write a note on "sound effects and its uses". **8**

PART-B

- Q.9 How the working of a govt. radio channel is different from a private channel? Discuss the future prospects of radio industry in India. **20**
- Q.10 What are the Do's and Dont's of radio announcing and news reading? **20**
- Q.11 How a community radio helps any under privileged society to put their views forward? Explain with suitable examples. **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fifth Semester
TV JOURNALISM (BAJM-505)

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 five**) of the following:

- a) What are ethics in TV journalism? Discuss the various problems faced by journalists.
- b) What are the main roles and functions of Assignment Desk in a TV News channel?
- c) Discuss in brief the various types of Television programmes.
- d) Trace the development and growth of TV broadcasting in India.
- e) What are the differences between news on TV and news on Radio?
- f) Discuss the role and functions of Panel Producer in PCR. **5×4**

PART-A

Q.2 What is objective reporting? Discuss the various reporting beats. **20**

Q.3 Write down the organizational structure of DD. **20**

Q.4 What is PCR? Discuss the structure and roles of various people working in the PCR. **20**

PART-B

Q.5 What are the basic rules for writing script in TV? How is writing in TV different from writing in Print? **20**

Q.6 Critically analyze the format and content of two popular TV programmes. What genres do they belong to? **20**

Q.7 Explain the following in detail:

- a) Input Desk.
- b) Output Desk.

20

End Semester Examination, Dec. 2017

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) Explain the importance of 'concise writing'?
- b) Who is a correspondent?
- c) Why is a 'source' important to write an article?
- d) How would you define 'Letter-to-the-editor'?
- e) What do you mean by 'paraphrasing'?
- f) How would you define 'social media'?
- g) How much importance do quotes have in an article?

2×5

PART-A

Q.2 Should the Press be guided by any boundaries? What is the meaning of 'Freedom of the press'? Discuss. **10**

Q.3 Write an article on the Swachh Bharat Mission of the Prime Minister. In your article suggest one way in which you could contribute to this mission. **10**

Q.4 How important has 'tweeting' become in our lives? Which leader do you follow on Tweet? **10**

PART-B

Q.5 Write a report of not less than 250 words on 'RESURRECTION' 2017 which took place in your University in October, 2017. **10**

Q.6 Write a report on the freshers' party in not less than 250 words which was organized by your batch for the freshers on October 4th, 2017. **10**

Q.7 Write a report on any news which is making headlines in the newspapers in the last two weeks – around 250 words. **10**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Third Semester
FASHION COMMUNICATION (BAJM-GE-02)

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) Alia Bhatt is the brand ambassador of _____.
- b) Who is the brand ambassador of Lakme?
- c) What is fashion media?
- d) Name any two fashion magazines.
- e) Write any two qualities of a fashion journalist.
- f) Name any two famous fashion photographers.

2×5

PART-A

Q.2 Discuss the fashion psychology of urban youth.

10

Q.3 Discuss the importance of fashion communication in detail.

10

Q.4 Write a short note on fashion styling.

10

PART-B

Q.5 Write a short note on fashion blogs.

10

Q.6 Explain the importance of fashion photographers.

10

Q.7 Write a short note on your favorite fashion icon.

10

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Second Semester
SOCIAL AND CULTURAL HISTORY OF INDIA (BAJM-OE-03)

Time: 3 hrs

Max Marks: **50**

No. of pages: 1

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

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

- a) Arya Samaj.
- b) Development of Painting.
- c) Aligarh School.
- d) Radhaswami Mission.

2x5

PART-A

Q.2 Do political parties have a role in determining social reforms? Explain.

10

Q.3 Write a note on the status of women in India.

10

Q.4 What role do music and dance have on development of a society/nation?

10

PART-B

Q.5 Discuss the social reforms in 19th century in India.

10

Q.11 Explain the rise and features of Ram Krishna Mission.

10

Q.12 Write in brief the impact of freedom movement on Indian Society.

10

End Semester Examination, Dec. 2017

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 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 Write short notes on **(any two)** of the following:
- a) Managing innovation and changes in an organization.
 - b) Stress management.
 - c) Importance of organizational behavior. **5x2**

PART-A

- Q.2 Throw a light on various models of Organisational behaviour. **10**
- Q.3 Explain organizational principals in detail. **10**
- Q.4 Discuss the various approaches through which one can attain an ideal organizational behavior. **10**

PART-B

- Q.5 What are the core values and objectives of organizational development? **10**
- Q.6 What are the techniques of communicating effectively in any organization at various levels? **10**
- Q.7 How to create a high performance team in any organization? What do you mean by ethical decision making? Discuss in detail. **10**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fourth Semester
HUMAN RESOURCE DEVELOPMENT (BAJM-OE-05)

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 Write short note on (**any two**) of the following:

- a) HRD Matrix
- b) Challenges faced by Human Resource Development professionals.
- c) How Human Resource Manager tries to maintain a balance between various departments of an Organization? **5×2**

PART-A

Q.2 Write a detailed note on importance of Development Human Resource in an organization. **10**

Q.3 How Intellectual Property plays an important role in the growth of an Organization. **10**

Q.4 Write a detailed note on Career management and development. **10**

PART-B

Q.5 Explain the steps involved in developing and evaluating a Human Resource Development Plan. **10**

Q.6 Throw light on the various steps taken by HR Manager to motivate its employees. **10**

Q.7 Explain the role of technology in making Human Resource Development plans more effective. **10**

End Semester Examination, Dec., 2017
BA (Journalism and Mass Communications) – Fourth Semester
SOFT SKILLS AND PERSONALITY DEVELOPMENT (BAJM-OE-07)

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 Write short notes on **(any two)** of the following:

- a) Self-Acceptance and Self-Esteem.
- b) Conflict Management.
- c) Business and Social Etiquettes.

5x2

PART-A

Q.2 Discuss leadership and qualities of a good leader.

10

Q.3 What role does family and society plays in shaping the personality of an individual? **10**

Q.4 Write short notes on:

- a) Maslow's Theory of Hierarchy of Needs.
- b) Sigmund Freud Theory of Personality.

2x5

PART-B

Q.5 Discuss the basics of Personality and ways to improve Personality.

10

Q.6 Write in brief about Attitude and the process of Attitude formation.

10

Q.7 Discuss the need of studying Soft Skill and Personality Development for Media Students.

10

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – First Semester
SOCIAL AND CULTURAL HISTORY OF INDIA (BAJ-OE-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) Describe in short the social policy of East India COMPANY.
- b) Write a short note on the Arya Samaj.
- c) What contribution did Brahmo samaj have on Society?
- d) What is the Ram Krishna Mission?
- e) Write a short note on the Aligarh School movement.
- f) What was the state of society in the 18th century?
- g) Who are Radhaswamies?

2×5

PART-A

Q.2 Do political parties have a role in determining social reforms? Explain with examples **10**

Q.3 What was the role of Christian Missionaries in social life? **10**

Q.4 Has the West had an impact on Indian Society? Explain with examples. **10**

PART-B

Q.5 What role does music and dance have on the development of a society/nation? **10**

Q.6 How would you define 'regional architecture'? Has it been influenced by the Western countries **10**

Q.7 Trace the growth of the Indian Press. **10**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester
ORGANIZATIONAL BEHAVIOR (BAJ-OE-02)

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) Write any two features of Organizational Behavior.
- b) Write any two limitations of Organizational Behavior.
- c) What are the elements of Organizational Behavior?
- d) What is the scope of Organizational Behavior?
- e) What do you mean by leadership qualities?
- f) What do you mean by organizational climate?
- g) Write a short note on "Ethical Decision Making".

2×5

PART-A

Q.2 Throw a light on various models of 'Organizational Behavior'. **10**

Q.3 Write a descriptive note on 'organizational process'. **10**

Q.4 What are the types and models of Group Behavior? **10**

PART-B

Q.5 Explain organizational development and its role in detail. **10**

Q.6 What do you mean by stress? What steps one should take to overcome stress? **10**

Q.7 Why it is necessary for an organization to take innovative steps at regular interval? How management should convey innovative steps taken to its employees? Explain in detail. **10**

End Semester Examination, Dec. 2017
BJMC – Second Semester
PRESS LAWS AND HISTORY OF JOURNALISM (BJ-201)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

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

- Q.1 Attempt (**any ten**) of the following:
- What is an Affidavit?
 - What is Doordarshan?
 - What do you mean by Law?
 - What is SITE?
 - What do you mean by Pressure Groups?
 - Who was Guru Dutt?
 - Define Sedition.
 - What is AIR?
 - What is a Bill?
 - What is the full form of TRAI?
 - What is the capital of Bihar?
 - What is Ujjwala Yojna?
 - Name any two state affiliated parties of India.

1x10

PART-A

- Q.2 Explain Intellectual Property Right Act, in detail. **5**
- Q.3 Write a note on contempt of Court. **5**
- Q.4 How TRP influences content in Television? **5**
- Q.5 Briefly explain the working and powers of TRAI. **5**
- Q.6 Write a detailed note on Right to Information. **5**
- Q.7 Explain the working of Press Council of India. **5**
- Q.8 Elaborate how radio is instrumental in bringing positive changes in society? **5**
- Q.9 Explain:
a) ILNA b) RNI c) ABC. **5**

PART-B

- Q.10 Throw light on the role of Newspapers in development of India. **17½**
- Q.11 Write a detailed note on the Official Secret Act. **17½**
- Q.12 Discuss the relevance of Defamation Act in media. **17½**

End Semester Examination, Dec. 2017

BJMC – Second Semester IT FOR MEDIA (BJ-203)

Time: 3 hrs

Max Marks: 70

No. of pages: 1

Note: Attempt any **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 Attempt (**any ten**) questions from the following:

- a) Who is the current CEO of Microsoft?
- b) What is ROM?
- c) HTTP Stands for _____
- d) LCD stands for _____
- e) Name any two output devices.
- f) Name any two audio editing software.
- g) Who is the founder of Alibaba?
- h) What do you mean by ISP?
- i) What do you understand by server?
- j) What is push message?
- k) What is video-blog?
- l) What is SEO?

1x10

PART-A

Q.2 Write short notes on:

- a) Storage units.
- b) Multimedia applications.

5

Q.3 What do you understand by computer generations? Explain them in detail.

5

Q.4 What is the difference between mobile application and software? Elaborate with examples.

5

Q.5 What are the basic elements of computer communication system? How does this system work?

5

Q.6 What is web promotion? Explain various resources which are used for it.

5

Q.7 Explain these in detail:

- a) Bus topology.
- b) Visual design.

5

Q.8 What do you mean by copy creation? How is the writing for web different from electronic media?

5

Q.9 What do you understand by characteristics of computer? Elaborate them.

5

PART-B

Q.10 Modern supercomputing is affecting the human resources. Do you agree with the statement? Elaborate your answer with support of suitable examples.

17½x2

Q.11 Do you think that the web based media and other resources will be the new player of media industry? Support your answer with suitable examples.

17½x2

Q.12 How social media is changing the present scenario of journalism while fake news is real concern? Discuss the various advance technologies and their need in the broadcast media.

17½x2

End Semester Examination, Dec. 2017

BJMC – Second Semester

REPORTING AND EDITING (BJ-204)

Time: 3 hrs

Max Marks: **50**

No. of pages: 1

Note: Attempt any **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 (**any ten**) of the following:
- What is gutter?
 - What do you mean by fourth estate?
 - What is dateline?
 - What is scoop?
 - What is tabloid?
 - PTI stands for _____.
 - Name the first hindi newspaper in India?
 - What is AFP?
 - What are the '5 Ws' and 1 H'?
 - What is caption?
 - What do you mean by follow-ups?
 - What is filler?

1x10

PART-A

- Q.2 Discuss the hierarchy of a desk office in a newspaper organization. **4**
- Q.3 What is the role of a copy editor? **4**
- Q.4 What are the qualities of a sub editor? **4**
- Q.5 Write a short note on 'inverted pyramid'. **4**
- Q.6 Write an article on any relevant issue. **4**
- Q.7 Write a short note on 'news ideas and angels' with examples. **4**
- Q.8 Write a note on 'the specialty of a newspaper' which you read regularly. **4**
- Q.9 What are the challenges of a reporter? Discuss in detail. **4**

PART-B

- Q.10 'Sub-editor is considered as the Gatekeeper of a newspaper organisation'. Explain. **10**
- Q.11 What is news value? Discuss the news values with examples. **10**
- Q.12 'Print Media in western world is losing its readership but in India, it is increasing.' Do you agree with it? Discuss the statement with appropriate examples. **10**

End Semester Examination, Dec. 2017

BJMC – Third Semester

COMMUNICATION THEORY (BJ-301)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

Note: Attempt any **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 Attempt (**any ten**) of the following:
- a) Define intrapersonal communication.
 - b) What do you mean by feedback?
 - c) What do you mean by encoding?
 - d) Name any two traditional forms of communication.
 - e) Write any two functions of mass communication.
 - f) What do you understand by mass media?
 - g) SMCR stands for_____.
 - h) What is selective retention?
 - i) Name any two barriers of communication.
 - j) Physiological noise means_____.
 - k) Who said 'Man is a social animal'?
 - l) Who is regarded as a pioneer of Indian Journalism? **1x10**

PART-A

- Q.2 Write a short note on two step flow theory of communication. **5**
- Q.3 Discuss in detail the process of communication. **5**
- Q.4 Differentiate between model and theory. **5**
- Q.5 Write a short note on the seven C's of communication. **5**
- Q.6 What are the two distinct stages through which information moves in two steps flow theory? **5**
- Q.7 Write a short note on non-verbal communication. **5**
- Q.8 Write a brief note on censorship. **5**
- Q.9 Write a short note on Agenda setting theory. **5**

PART-B

- Q.10 Write a descriptive note on convergence and Gerbner's model. **17½**
- Q.11 Differentiate between group communication and mass communication citing suitable examples. **17½**
- Q.12 'Communication is much easier than ever before' Justify the statement with suitable examples. **17½**

End Semester Examination, Dec. 2017
BJMC – Third Semester
ADVERTISING AND PUBLIC RELATIONS (BJ-302)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

Note: Attempt any **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 Attempt (**any ten**) of the following:

- a) What are the four P's of marketing mix?
- b) What do you mean by a press release?
- c) Name any two Advertising Agencies of India.
- d) Name the person who started the first Newspaper of India?
- e) "Believe in the Best" is the Punch line of which company?
- f) Who is known as the Father of Public Relations?
- g) What is the role of a visualiser in advertising agency?
- h) What is media brief?
- i) When the first print advertisement published in India?
- j) What do you mean by direct mail?
- k) Which advertising agency created famous Zoo-Zoo advertisements?
- l) What is the punchline of Dominos?
- m) DAVP stands for _____.

1x10

PART-A

Q.2 "Advertising has become an essential marketing activity in the modern era of globalization". Explain. **5**

Q.3 What is the role of PR in a Public Service Company? Elaborate it in detail. **5**

Q.4 Who are the active participants in advertising? **5**

Q.5 What are the advantage and disadvantages of internet advertising? **5**

Q.6 Explain the ethical aspects of advertising. **5**

Q.7 Briefly discuss the role of Public Relations in private sector. **5**

Q.8 Write a short note on the code of Public Relations Society of India (PRSI). **5**

Q.9 Write a brief note on different PR tools. **5**

PART-B

Q.10 Discuss in detail the historical growth and development of Public Relations in India. **17½**

Q.11 'Objectification of women in advertisements is a matter of concern' Justify the statement in the light of Indian advertising. **17½**

Q.12 Write down the golden rules of copy writing and prepare an advertising script for television. **17½**

End Semester Examination, Dec. 2017

BJMC – Third Semester

COMMUNICATION RESEARCH AND CONSUMER BEHAVIOUR (BJ-304)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

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

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

- a) "Media research will involve looking at issues such as media content and audience".
(True/False)
- b) Name any two organizations who conduct research.
- c) What do you mean by research problem?
- d) What is hypothesis?
- e) Name any three sources of information required for a media researcher.
- f) Who is Harold Lasswell?
- g) Define feedback studies.
- h) Give an example of qualitative research method.
- i) Who is the present brand ambassador of Pulse-polio advertisement?
- j) Write any two examples of esteem needs.
- k) Name a book of Wilbur Schramm.
- l) What do you mean by inverted questioning? **1x10**

PART-A

- Q.2 Define SWOT and discuss in detail the SWOT analysis. **5**
- Q.3 Define sampling and its various types in detail. **5**
- Q.4 Define 'market'. Why market segmentation is required for any research department? **5**
- Q.5 Distinguish between research methods and methodology. **5**
- Q.6 Distinguish between fundamental and applied research. **5**
- Q.7 Differentiate between communication research and social science research. **5**

PART-B

- Q.8 What do you mean by media research and discuss the importance of studying it in the present day? **17½**
- Q.9 Define a survey. Prepare a questionnaire on the media habits of rural people. **17½**
- Q.10 Define content analysis and discuss the various steps involved in it with its key objectives. **17½**

End Semester Examination, Dec. 2017

BJMC – Fourth Semester

MEDIA ISSUES AND DEBATES (BJ-401)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

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

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

- a) RTI was introduced in India in the year_____ under_____ government.
- b) Who is the Editor-in-Chief of the daily 'The Hindu'?
- c) 'Nautanki' is a form of New Media'. (**True/False**).
- d) What do you mean by 'Objectification of Women'?
- e) What do you mean by 'Cub Reporter'?
- f) Define 'Media Accountability'.
- g) What is the punch line of Aaj Tak News Channel?
- h) Which film won national award in popular film category 2014?
- i) What is PSA?
- j) What is the punch line of "Indian Express" news-paper?
- k) Which political party publishes "Saamna" news-paper?
- l) Who started famous website 'Wikileaks'?
- m) Name any two social photo sharing sites?

1x10

PART-A

- Q.2 'RTI is a strong weapon in the hands of common man' Elaborate the statement with suitable examples. **5**
- Q.3 'Television cultivates new values in children' Discuss the statement and answer with suitable examples. **5**
- Q.4 'Television affects Children' supply your answer in favor of the statement. **5**
- Q.5 'Mass media is a powerful tool of development', discuss with reference to social change. **5**
- Q.6 "Media can be used as a tool of development" Discuss the statement with reference to women empowerment. **5**
- Q.7 Discuss the role of social media in disseminating misleading information. **5**
- Q.8 Briefly discuss the concept of paid news in India. **5**
- Q.9 Discuss the nexus of politics and media in the context of code of ethics. **5**

PART-B

- Q.10 'Yellow Journalism and Paid News are threat to the Indian Democracy' Justify the statement with suitable examples. **17½**
- Q.11 How media is responsible of making women as an 'object'? Justify your answer with valid examples. **17½**

Q.12 'Traditional media can be a very strong instrument for creating social awareness among rural and urban population' Justify the statement. **17½**

End Semester Examination, Dec. 2017

BJMC – Fourth Semester EVENT MANAGEMENT (BJ-402)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: Attempt **FIVE** 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 Attempt (**any ten**) of the following:

- a) Define event.
- b) What do you mean by a fund raising event?
- c) Give any two objective of an event.
- d) What is a formal event?
- e) Name any two informal events.
- f) Write any two advantage of using an event management company.
- g) What is Publicity?
- h) What do you mean by trade fair?
- i) Name the 5C's of an event.
- j) What is event evaluation?
- k) Define publicity.
- l) What do you mean by co-sponsorship?
- m) Give any two objectives of an event.

1x10

PART-A

- Q.2 Write a short note on key elements of an event. **5**
- Q.3 Discuss the various types of events. **5**
- Q.4 Why budget is important for an event? **5**
- Q.5 Discuss the importance of planning in an event. **5**
- Q.6 Write a short note on the scope of event management. **5**
- Q.7 Write a short note on press conference. **5**
- Q.8 What are the key elements of an event? Discuss. **5**
- Q.9 Discuss the role of media in promotion of an event. **5**

PART-B

- Q.10 What is a planning? Discuss in detail the various steps of planning process of an event. **17½**
- Q.11 What do you mean by sponsorship? Discuss the role and importance of sponsors in an event. **17½**
- Q.12 Write a detailed note on the importance and scope of event management in detail. **17½**

End Semester Examination, Dec. 2017
BJMC – Fourth Semester
COMMUNICATION AND DEVELOPMENT (BJ-403)

Time: 3 hrs.

Max Marks: **70**

No. of pages: **1**

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

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

- a) Write any three features of an Urban Community.
- b) Name two 1st world countries.
- c) MNC stands for _____.
- d) What is 'make in India'?
- e) What is 'digital India'?
- f) Expand ICT4D _____.
- g) Define population.
- h) What is the difference between census and consensus?

State whether the following statements are TRUE / FALSE:

- i) Bharatnatyam is a classical dance.
- j) Name three characteristic of Social media.
- k) 'Matka water filter' is a rural innovation.
- l) Ram Lila is a traditional media.
- m) 'Cleanliness is Godliness'.

1x10

PART-A

- | | | |
|-----|--|----------|
| Q.2 | Explain the role of ICT in rural development with example. | 5 |
| Q.3 | Why is it essential to empower women in rural and urban India? | 5 |
| Q.4 | "People understand and believe in traditional media". Discuss. | 5 |
| Q.5 | Explain the process of development in developing world. | 5 |
| Q.6 | Discuss, with examples, passive and consultative participation. | 5 |
| Q.7 | What is the role of advocacy in development of a nation? | 5 |
| Q.8 | Differentiate between social media and internet. | 5 |
| Q.9 | Explain, with examples, the difference between being 'literate and being aware'. | 5 |

PART-B

- | | | |
|------|---|------------|
| Q.10 | What is rural development? Identify its problems and discuss strategies to overcome these problems. | 17½ |
| Q.11 | Why is it important to develop industries in a country? | 17½ |
| Q.12 | Write a note on literacy and its relation with women sarpanches? | 17½ |

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Fourth Semester
NEWSPAPERS AND MAGAZINE JOURNALISM (BJ-404)

Time: 3 hrs

Max Marks: **70**

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 ten**) of the following:

- a) What is Bleed?
- b) What is Slug?
- c) What is Montage?
- d) Define News.
- e) What is Advertorial?
- f) What is CMYK?
- g) What is the full form of ILNA?
- h) What is Beat?
- i) What is the full form of ESPN?
- j) Who is Shyam Benegal?
- k) Who was Gauri Lankesh?
- l) Name the President of China.
- m) Name *any two* famous newspapers of the World.

1x10

PART-A

- Q.2 Through light on the problems of Language press in India. **5**
- Q.3 How interest groups influence the content of newspapers? **5**
- Q.4 Throw light on the procedure of starting a newspaper. **5**
- Q.5 What points one should keep in mind while writing a column? **5**
- Q.6 Explain:
a) Column.
b) Article.
c) Tabloid. **5**
- Q.7 Discuss the problems faced by magazine industry in India. **5**
- Q.8 How writing for magazine is different from newspaper writing? Explain with suitable examples. **5**

PART-B

- Q.9 Write a detailed note on editing symbols. **17½x2**
- Q.10 Discuss organizational structure of newspaper in detail. **17½x2**
- Q.11 Write an editorial on any current news. **17½x2**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fourth Semester
NEWSPAPER AND MAGAZINE JOURNALISM (BJ-404)

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 **TWO** questions from **Part-B**. The marks are indicated against each question.

Q.1 Answer the following questions: **(ANY TEN)**

- a) What is Crop?
- b) What is Byline?
- c) What is RNI?
- d) What do you mean by PCI?
- e) What is CMYK?
- f) What do you mean by Pressure Groups?
- g) Who is Arun Puree?
- h) Define print line.
- i) What is tabloid?
- j) What is broadsheet?
- k) What is the full form of ILNA?
- l) What do you mean by sister concern?
- m) What do you mean by beat?
- n) Who is the owner of 'The Times of India'?

10×1

PART-A

- Q.2 Throw light on the major trends in newspaper industry. **5**
- Q.3 Differentiate between print and electronic media. **5**
- Q.4 Throw light on the procedure of starting a newspaper. **5**
- Q.5 Discuss organizational structure of a magazine in detail. **5**
- Q.6 Write a detailed note on editing symbols. **5**
- Q.7 What points one should keep in mind while writing for a magazine? **5**
- Q.8 Throw light on the role of digitization in the growth of newspaper industry. **5**
- Q.9 Explain the following:
- a) Editorial. **2**
 - b) Feature. **2**
 - c) Advertorial. **1**

PART-B

- Q.10 How Interest groups and pressure groups influence content in newspaper? **17½**
- Q.11 Discuss the organizational structure of a newspaper in detail. **17½**

Q.12 Discuss the problems faced by magazine industry in contemporary times.

17½

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
NEW MEDIA (BJ-501)

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 Attempt (**any ten**) questions from the following:

- a) Who is the founder of Hotmail?
- b) Who invented the World Wide Web?
- c) What is the meaning of convergence?
- d) What do you mean by 'Live Streaming'?
- e) Full name of VoIP is _____.
- f) What do you mean by citizen journalism?
- g) Who is the CEO of Prasar Bharti?
- h) What is ethical hacking?
- i) What do you understand by virtual reality?
- j) TRAI stands for _____.
- k) Who controls the telecommunication industry in India?
- l) Who is known as the Father of Internet?
- m) What is Arab spring?

1x10

PART-A

- Q.2 What do you understand by mobile news? Discuss it in detail with examples. **5**
- Q.3 How the new media is changing the paradigm in development communication? How it is helping the government in welfare scheme? **5**
- Q.4 How the print industry is changing because of new age technology? Discuss the role of new media in it. **5**
- Q.5 "The social media is becoming threat because of fake news". Do you agree with the statement? Support your answer with suitable examples. **5**
- Q.6 What were the recommendations and policy formulation in National Telecom Policy 1994? Explain them in detail. **5**
- Q.7 Discuss the role of internet services. **5**
- Q.8 What is the internet based advertising? How it is changing the advertising concepts? **5**
- Q.9 What is E-governance? How it is implemented by the government of India. **5**

PART-B

- Q.10 What is the role of private and public sector companies in telecommunication structure in India? Discuss it in detail. **17½**
- Q.11 "In the era of fake news, we need the monitoring on online content." Do you agree with the statement? Support your answer with suitable examples. **17½**

Q.12 What are the tools and techniques used for online advertising and promotion? Discuss them in detail with examples. **17½**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
MEDIA MANAGEMENT (BJ-502)

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 Attempt (**any ten**) questions from the following:

- a) What is PTI?
- b) What is AFP?
- c) What is TAM?
- d) What is planning?
- e) Define partnership.
- f) Name any two national news agencies.
- g) FII stands for _____.
- h) Name any two principles of Media Management.
- i) MIS stands for _____.
- j) Write any two functions of television.
- k) What is TRP?
- l) What is a public limited company?

1x10

PART-A

- Q.2 Explain the advantages and disadvantages of sole proprietorship in detail. **5**
- Q.3 Explain the role and qualities of Media Managers. **5**
- Q.4 Explain folk media in detail. **5**
- Q.5 What do you mean by Trust and Co-operatives? **5**
- Q.6 What is SWOT? Explain in detail. **5**
- Q.7 Write a short note on Government and Private media. **5**
- Q.8 Discuss the functions and significance of Media Management. **5**

PART-B

- Q.9 Write a detailed note on Management Information System. **17½**
- Q.10 Discuss the ownership pattern of mass media in detail. **17½**
- Q.11 Write a detailed note on FDI and FII. **17½**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
RADIO JOURNALISM (BJ-503)

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 Attempt (**any ten**) of the following:

- a) Who owns Radio Mirchi?
- b) Name any two Internet radio channels.
- c) When did Vividh Bharti services start in India?
- d) Who is the I and B Minister of India?
- e) What is Satellite Radio?
- f) Name any two FM channels of AIR.
- g) What is Radio Reel?
- h) Vividh Bharti came in the year _____.
- i) What is AM and FM?
- j) In which year did AIR and DD separate?
- h) What is mobile Radio?
- l) What is a Vox pop?
- m) RAM is _____.

1×10

PART-A

- Q.2 Discuss in brief the development of radio broadcasting in India since 1927. **5**
- Q.3 Give the latest trends in radio programming. **5**
- Q.4 Write short notes on: **5**
- a) FM in India
 - b) Community radio
- 2½×2**
- Q.5 Discuss in brief about Prasar Bharti Broadcasting Corporation of India. **5**
- Q.6 Write in brief about organizational structure of AIR. **5**
- Q.7 Discuss the reach, access and impact of radio in India. **5**
- Q.8 Write in brief the broadcasting guidelines of AIR. **5**
- Q.9. Critically analyze an interview or a discussion you have heard recently on radio. How do you think it could have been made more interesting? **5**

PART-B

- Q.10 Discuss the features and functions of radio as a medium of mass communication. **17½**
- Q.11 What are the rules for script writing in radio? How is writing for radio news different than writing for radio drama? **17½**

Q.12 What are the various formats of radio programmes? How is radio documentary different from radio talk? **17½**

End Semester Examination, Dec. 2017

BA-JMC - Fifth Semester TV JOURNALISM (BJ-504)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

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

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

- a) What is blog?
- b) Who wrote "The Line of Fire"?
- c) What do you mean by "Croma"?
- d) What is the full form of "ENPS"?
- e) What is NTSE & PAL?
- f) What do you mean by Beat?
- g) In which year television came in India?
- h) What do you mean by Input Desk?
- i) What is a Sound Bite?
- j) What is DTH?
- k) Write any two characteristics of Television.
- l) Write the full form of LCD and LED.

1x10

PART-A

Q.2 What do you mean by Bureau? What are the responsibilities of a Bureau in television programming? **5**

Q.3 Describe the various types of television programmes and its essentials in brief. **5**

Q.4 Write a note on 'vocabulary of television'. **5**

Q.5 What points, one should keep in mind, while scripting a television programme. **5**

Q.6 Explain the importance of television in contemporary times in brief. **5**

Q.7 What is the role of a 'programme producer' and how coordination helps in making a program successful? **5**

Q.8 What are the current trends of television programme production? **5**

PART-B

Q.9 Throw a light on the organizational structure of Door Darshan. Differentiate between the working of Door Darshan a private channel. **17½**

Q.10 Is Media advocacy trying to influence public opinion and judicial trials? Justify your answer with suitable examples. **17½**

Q.11 Write a descriptive note on 'Television Ethics'. Are television ethics relevant in contemporary television programming style? Justify your answer with suitable examples. **17½**

End Semester Examination, Dec. 2017
BAJMC – First Semester
INDIAN GOVERNMENT AND POLITICS (BAJ-1.1)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

Note: **Q.1 is compulsory.** Attempt any **TWO** questions from **Part-A** and any **TWO** questions from **Part-B**. Each question carries equal marks.

- Q.1 Answer the following in brief:
- a) Write any two Fundamental Duties mentioned in the Indian Constitution. **2**
 - b) Name two regional parties of India. **2**
 - c) What is the eligibility criterion for being the Chief Justice of India? **2**
 - d) What do you mean by Lokpal and Lokayuktas? **3**
 - e) Write any three features of the Indian Constitution. **3**
 - f) Write down the full forms of CBI, NHRC and EVM. **3**
 - g) What do you mean by Opinion and Exit polls? **5**

PART-A

- Q.2 Briefly explain the Fundamental Rights of Indian citizens. **20**
- Q.3 Elaborate the jurisdiction and powers of Supreme Court of India. **20**
- Q.4 "The mission of CBI is to protect the law of the land" Justify the given statement. **20**

PART-B

- Q.5 Throw light on the Electoral Reforms in India. **20**
- Q.6 What is the role of mass media in the Indian political scenario? Explain with relevant examples. **20**
- Q.7 "The role of CAG is to uphold the constitution of India and the laws of Parliament in the field of financial administration." Explain. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester
MEDIA ISSUES AND DEBATES (BAJ-1.2)

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 five**) questions from the following:

- a) How would you define 'grass root media'?
- b) Does media has any impact on society?
- c) What is the meaning of 'mass media'?
- d) What is the impact of media on rural society?
- e) What is 'traditional' media?
- f) What are the elements of mainstream media?
- g) How would you explain 'rural-urban' divide?

4x5

PART-A

- Q.2 Should the media be accountable/answerable? **20**
- Q.3 What is the meaning of 'paid news'? Would you justify its use? **20**
- Q.4 What are human rights? What role does media play in implementing human rights? **20**

PART-B

- Q.5 What is 'Yellow Journalism'? What measures as a Journalist, would you take to condemn it? **20**
- Q.6 What are media trials? Discuss with examples. **20**
- Q.7 Discuss the landmark judgment on Triple Talaq or Right to Privacy. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester INTRODUCTION TO COMMUNICATION AND MEDIA (BAJ-1.3)

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 Attempt (**any ten**) of the following:

- a) What do you mean by decoding?
- b) _____ and _____ are the two modes of sender in communication process.
- c) In communication _____ is essential between two parties.
- d) While replying, receiver becomes _____ and sender becomes _____ in the communication process.
- e) The observance of the result by the sender is called _____.
- f) During feedback the direction of communication process is _____.
- g) What is two way communications?
- h) Vertical communication is both _____ and _____.
- i) What is a notice?
- j) In _____ communication there are many senders and one receiver.
- k) Verbal communication involves the use of _____.
- l) Meeting is headed by _____.
- m) Who invented the first printing press?
- n) Name two newspapers started by Raja Ram Mohan Roy. **2×10**

PART-A

- Q.2 Write a short note on Media and Democracy. **10**
- Q.3 Define ethics and write a descriptive note on the ethics of Media. **10**
- Q.4 What was SITE and its contribution in rural development? **10**
- Q.5 What are the responsibilities of journalists? Explain with the help of examples. **10**
- Q.6 The press is considered as an unofficial fourth estate/branch of Government. Express your views in regard to this statement. **10**
- Q.7 What are opinion leaders? Comment on the role of opinion leaders in our country. **10**

PART-B

- Q.8 Discuss in detail the elements of communication and explain it with the help of a diagram. **20**
- Q.9 Explain in detail the following:
- a) Haptics.
 - b) Kinesics.
 - c) Proxemics.
 - d) Oculesics. **20**

Q.10 What are the different forms of communication? Explain in detail.

20

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – First Semester
IT FOR MEDIA (BAJ-1.4)

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 two**) of the following:

- a) Explain the purpose of using layer palette and its functions in Photoshop.
- b) Define a Pixel. Differentiate between RGB and CMYK color modes.
- c) Explain Metropolitan and Wide area network.

5x2

PART-A

Q.2 What is a computer? Explain its characteristics.

10

Q.3 What is Data Communication? Explain the five components of Data Communication System.

10

Q.4 a) What types of fill properties are available in coral draw? Explain it with the help of examples.

5

b) Design a layout for a bi-fold brochure.

5

PART-B

Q.5 Briefly explain the following types of computers:

- a) Personal Computer.
- b) Workstation Computer.
- c) Main Frame Computer.

10

Q.6 What is Multimedia? Explain the components of Multimedia with the help of appropriate examples.

10

Q.7 Define Internet. What are the advantages and disadvantages of Internet?

10

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester
FILM STUDIES (BAJ-1.5)

Time: 3 hrs

Max Marks: **100**

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.

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

- a) Define genres.
- b) What is a stock situation?
- c) What is a descriptive approach to studying?
- d) What are icons and iconography?
- e) What are props in a film scene?
- f) Name the heroine of Mother India.
- g) Who was Dada Saheb Phalke?
- h) Genres can be identified by a) _____ and b) _____.
- i) Arnold Schwarzenegger is associated with _____ films.
- j) A creaking door sound is associated with _____ films.

State whether the following statements are TRUE / FALSE:

- k) Settings are the elements that are typical, distinctive and recognizable for a given genre.
- l) Specific costumes can be associated with specific genres.
- m) Theme of the fear of technology is central to Science Fiction films.
- n) Rishi Kapoor usually did romantic films in 1980s.
- o) Shakespeare has been adapted in many Hindi films. **2x10**

PART-A

Q.2 Write a critical film review of the following films:

- a) Jab we met. **10**
- b) Cocktail. **10**
- c) Tanu weds Manu. **10**

Q.3 Identify the stages of production and explain them with relevant examples. **10**

Q.4 Explain Mis-en-scene and script break down. **10**

Q.5 Enumerate upon various stages of post-production. **10**

Q.6 How would you promote and sell your film? Explain the process. **10**

Q.7 Write a short note on the concept and definition of screenplay. **10**

Q.8 How will you develop the plot of:

- a) Film on environment. **10**
- b) Saas-bahu serial. **10**
- c) Sitaswayamwar. **10**

Q.9 Classify various elements of story-telling according to different genres. **10**

PART-B

- Q.10 Props, costumes and locations are an important part of story-telling technique in films. Discuss how Aashutosh Gowarikar has utilized them? **15**
- Q.11 'The film business is cyclical and seasonal in nature' – Explain why are all the big budget releases clustered around festival and holiday time? **15**
- Q.12 'Special effects is an art'. It is also a technique and practice of assembling abstract and unrelated shots into a sensible sequence. Discuss the job of an editor in this context. **15**

End Semester Examination, Dec. 2017
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: **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 in brief:
- a) Write down any two Fundamental Duties of an Indian citizen. **2**
 - b) Name any two regional parties of India. **2**
 - c) Define EVM. **2**
 - d) Write down the full forms of these political parties:
 - i) BSP
 - ii) RJD
 - iii) NCP **3**
 - e) What do you mean by Lokpal? **3**
 - f) Write down any three features of the Indian Constitution? **3**
 - g) What do you mean by Opinion and Exit Polls? **5**

PART-A

- Q.2 Briefly explain the Fundamental Rights guaranteed by the Indian Constitution. **20**
- Q.3 What are the powers and functions of the President of India? **20**
- Q.4 "Comptroller and Auditor General of India is the guardian of the public purse and control the entire financial system of the country." Elaborate. **20**

PART-B

- Q.5 Write a detailed note on the Electoral Reforms in India. **20**
- Q.6 What is RAW? Throw light on the working of RAW in India. **20**
- Q.7 "There should be reservation of seats for women in Parliament". Give your views either for or against the statement. **20**

End Semester Examination, Dec. 2017
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: Attempt any **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and any **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 Attempt (**any four**) of the following:

- a) What do you mean by Female Foeticide?
- b) What is Globalization?
- c) Discuss the scope of Economics and its relation with other Social Sciences.
- d) Write a short note on Indian Renaissance.
- e) Discuss communalism and its effect on society.
- f) What is Modernization and its effect on family values and traditions?
- g) State the difference between FDI and FII.

2x10

PART-A

Q.2 Write short note on Poverty and Unemployment in India.

20

Q.3 What is Caste System and Casteism? Discuss in detail.

20

Q.4 Write short note on Indian Art.

20

PART-B

Q.5 Write a note on major religions in India.

20

Q.6 What is Women Empowerment? Discuss the various schemes by Government of India for empowering women.

20

Q.7 Explain the following in detail:

- a) State of Agriculture in India.
- b) Farmers Suicide.

20

End Semester Examination, Dec. 2017
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 Attempt (**any ten**) of the following:

- a) Write two advantages of e-newspaper.
- b) Write full form of PCI.
- c) Write full form of INS.
- d) Differentiate between by-line and print-line.
- e) Who is the father of Indian Journalism?
- f) Name the two newspapers started by Raja Ram Mohan Roy.
- g) What is 'Context' in communication?
- h) Define 'media accountability'.
- i) When was facebook launched and by whom?
- j) Difference between a tabloid and a broadsheet.
- k) Define Oculesics.
- l) What are the qualities of a news reporter?
- m) What is multimedia?
- n) What is haptics and where it is used?

2×10

PART-A

- Q.2 What are the different types of non-verbal communication? Explain them in detail. **10**
- Q.3 Explain the process of communication. **10**
- Q.4 What are the changes brought in the field of journalism due to the advancement in technology? Explain. **10**
- Q.5 What is the role of news agencies in contemporary times? Explain. **10**
- Q.6 What is TAM? What are the functions of TAM? Explain. **10**
- Q.7 What are the functions of Mass Communication? **10**

PART-B

- Q.8 It is the time to reassess the issue of fairness in TV Audience Metrics (TAM) and the need for a mechanism to ensure it. Express your views in favour or against the given statement. **20**
- Q.9 What is socialization? What is the relationship between communication and socialization? **20**
- Q.10 In new media posing a serious challenge to traditional media? Discuss with the help of relevant examples. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester

BASIC LANGUAGE SKILLS (BAJM-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 Draw a line under the action verb in each sentence below:

- a) The airplane soared through the clouds.
- b) The eagle built a nest in the top branches of the tree.
- c) Mia counted her baseball cards.
- d) The hungry puppy gobbled up the food.
- e) Mike and I dipped our pretzels in cheese.
- f) Meeta ran to the store room.
- g) The player had to run to catch the ball.
- h) The base-ball player threw the ball very far.
- i) I went to school in the morning.
- j) David had to run to the class as he was late.

10

PART-A

Q.2 a) Write an informal letter to your friend Alice, expressing your desire to go for camping for a couple of weeks. **10**

b) You are Andy, residing in Washington. Write a letter (120-150 words) to Peter telling him about your new pet. **10**

Q.3 a) Prepare a CV, as if you are applying for the job of a photographer. **10**

b) Write a letter to your father telling him about the prize you have won in the inter-college dance competition during the cultural meet. **10**

Q.4 Write an article on any one topic given below (in 200-250 words) sharing your experience on:

a) How you went as a volunteer in a school with disabled children. **10**

b) How you got a list of elderly people in your area and visited them and helped them. **10**

10

PART-B

Q.5 Write short notes on (**any four**):

a) Letter to editor and its importance.

b) GST and its impact.

c) Press release.

d) Women in advertisements.

e) 7 C's of communication.

f) What makes a good human being?

5x4

Q.6 a) Write a book review on the latest book that you have read. **10**

b) Write an opinion article on the new government policies. **10**

Q.7 Write an essay on (**any two**):

a) Social media and its effect on young people.

- b) Globalization and its effect on economy.
- c) How happy relationships affect a person?

10x2

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Second Semester
INTERNATIONAL RELATIONS (BAJM-201)

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**. Marks are indicated against each question.

- Q.1 Answer in brief:
- a) Write full form of ASEAN and BRICS. **2**
 - b) What do you mean by League of Nations? **2**
 - c) What do you mean by Trench War? **2**
 - d) Name any three News Agencies. **3**
 - e) What is the primary function of OIC? **3**
 - f) What do you mean by Non Aligned Movement? **3**
 - g) Write a note on Panchsheel. **5**

PART-A

- Q.2 Write a detailed note on World War II. **20**
- Q.3 Elaborate the functioning, working and composition of United Nations. **20**
- Q.4 Write a detailed note on relations between India and Russia. **20**

PART-B

- Q.5 "Terrorism in World is a threat to development" Explain. **20**
- Q.6 Throw light on the aftermaths of World War I. **20**
- Q.7 Explain how social media has become an effective tool for political campaigning. **20**

End Semester Examination, Dec. 2017

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**. Marks are indicated against each.

- Q.1 Attempt (**any ten**) questions from the following:
- What is push messaging?
 - Who is the current CEO of Microsoft?
 - Name any two input devices.
 - Name any two audio editing software.
 - Who is the founder of Google?
 - What is the PPC?
 - Which number system is understood by computer?
 - What is RAM?
 - Name any two output devices used for display?
 - Name any two internet service providers.
 - FTP stands for _____.
 - Which kind of ink is used for non-impact printers?
 - LED stands for _____.

2×10

PART-A

- Q.2 Write short notes about:
- Windows operating system.
 - Memory unit.
- Q.3 What do you understand by router and server? Explain them, in detail.
- Q.4 What is the difference between mobile application and software? Elaborate with examples.
- Q.5 Explain the basic elements of computer communication system.
- Q.6 What is web promotion? Explain various types and medium which are used for it.
- Q.7 Explain the following in detail:
- Corel Draw.
 - LAN.
- Q.8 What do you mean by multimedia applications? Explain various types and their use.
- Q.9 What do you understand by characteristics of computer? Elaborate them.

PART-B

- Q.10 How does computing evolve from abacus to modern super computers? Explain various stages and generations.
- Q.11 "Now a day, the print is facing a big challenge from web and its popularity is declining." Do you agree with the statement? Support your answer with suitable examples.

Q.12 How internet is changing the present scenario of journalism? Discuss the various advance technologies and their need in the broadcast media. **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Second Semester
FILM STUDIES (BAJM-203)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

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

- Q.1 Attempt (**any ten**) of the following:
- a) In which year studio culture started?
 - b) What do you mean by slug line?
 - c) Write any two movies directed by Anurag Bose.
 - d) Who was the director of 'Mughal-e-azam'?
 - e) Who started Prabhat Film Company?
 - f) Name the first talkie feature film of India.
 - g) What do you understand by Visual effects?
 - h) Name any two movies directed by Yash Chopra.
 - i) The debut film of Anushka Sharma was _____.
 - j) Name the film company started by Raj Kapoor.
 - k) Name the first film company of India.
 - l) Apur Sansar was released in the year _____.
- 2×10**

PART-A

- Q.2 What do you mean by Genre? Explain with examples. **8**
- Q.3 Write a short note on multiplex system. **8**
- Q.4 Write a review of any movie of sixties. **8**
- Q.5 Write a brief history of Indian Cinema. **8**
- Q.6 Discuss the impact of globalization on Indian Cinema. **8**
- Q.7 Write short notes on the following:
- a) Silent Era.
 - b) Golden Era.
- 8**
- Q.8 Explain the following in detail:
- a) Recce.
 - b) Editing.
- 8**
- Q.9 Explain the use of animation in cinema in detail. **8**

PART-B

- Q.10 Write a detailed note on pre-production and post-production. **20**
- Q.11 What do you mean by a Plot? Discuss in detail how a plot is developed? **20**
- Q.12 Write a detailed note on the following iconic film directors of India:

- a) Satyajit Ray.
- b) Raj Kapoor.

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Second Semester
PRESS LAWS AND HISTORY OF JOURNALISM (BAJM-204)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

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

- Q.1 Attempt (**any ten**) of the following:
- What is the difference between Ethics and Law?
 - Name any two International News Agencies.
 - Wikileaks was founded by _____.
 - Who is the I&B Minister of India?
 - Who was the Editor of *Young India* newspaper?
 - Write any two newspapers associated with Raja Ram Mohan Roy.
 - Who is the Chairman of Prasar Bharti?
 - ABC stands for _____.
 - Who is the owner of BCCL?
 - DAVP is _____.
 - Who is Chandan Mitra?
 - What is Slander?
 - Radio came to India in _____.
- 2×10**

PART-A

- Q.2 Discuss the recommendations of first Press Commission. **8**
- Q.3 Write a short note on Defamation. **8**
- Q.4 Write short notes on:
- Vergheese Committee.
 - Official Secret Act.
- 8**
- Q.5 Discuss the role of Press in Freedom struggle of India. **8**
- Q.6 Write in brief about Press Council of India. What are its role and functions? **8**
- Q.7 Discuss the significance of Freedom of Speech and Expression in relation to media. **8**
- Q.8 Write in brief the history of Print in India. **8**
- Q.9 Write short notes on:
- UNI.
 - Right to Information Act, 2005.
- 8**

PART-B

- Q.10 Write down the Journalistic Ethics and Social responsibility of a Journalist. **20**
- Q.11 Write a short note on History of Radio Journalism in India. **20**
- Q.12 Discuss the role of Social Media in Journalism with reference to Citizen Journalism. **20**

End Semester Examination, Dec. 2017

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 is news?
- b) Differentiate between *hard news* and *soft news*.
- c) What do PTI and UNI stand for?
- d) Define the word 'desk' in a publishing house.
- e) What is the job of a sub-editor?
- f) What is a 'broadsheet'?
- g) Why is it essential to have 'shifts' in a newspaper organization?
- h) What is a masthead? Explain with an example.

2x5

PART-A

- Q.2 What is an 'inverted' pyramid and how it is used while writing a story? **10**
- Q.3 What are the responsibilities of a Reporter? **10**
- Q.4 What is a beat? Describe, in detail, three different kinds of beats a Reporter may be assigned. **10**
- Q.5 How would you define editing? Explain three important elements of editing. **10**
- Q.6 What is breaking news? As an Editor of a newspaper, how would you handle breaking news? **10**
- Q.7 Do pictures/photos tell a story? What are the basic elements of a good picture? **10**
- Q.8 What is layout and what is the basic layout a newspaper follows? What are the elements you would use to enhance the layout of your newspaper? **10**
- Q.9 What are the duties of a sub-editor? What is *spot reporting*? **10**

PART-B

- Q.10 Write an article on the International media conference which was organized by FMeH on 4th March, 2017. Describe, in detail focusing on the topic, the personalities who were part of the conclave and your participation in the conference. Your article should not be less than 250 words. **20**
- Q.11 Write a comprehensive report on any outdoor/outbound visit which you may have gone from your department. Write a report either on your visit to the Surajkund mela, or visit to IBN 7 or to the International Science Film Festival. Your article should describe your experience in not less than 250 words. **20**

Q.12 Write an article on any political news e.g. the Uttar Pradesh elections or any other hard news which has been making headlines in the last two months. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Second Semester
ENVIRONMENTAL SCIENCE (BAJM-301)

Time: 3 hrs

Max Marks: **100**

No. of pages: **1**

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

- Q.1 Attempt (**any four**) questions from the following:
- a) What is Hydrogen cycle? Explain with diagram.
 - b) What do you mean by food chain? How it helps in the growth of ecosystem?
 - c) What are biological weapons? How they can be dangerous for the ecosystem?
 - d) What is soil pollution? Elaborate it, in detail.
 - e) What is deforestation?
 - f) What is migration? How it affects the ecological balance? **5x4**

PART-A

- Q.2 What is rain water harvesting? How it helps in water conservation? **10**
- Q.3 What are the energy resources? Elaborate it in detail. **10**
- Q.4 What is photo synthesis? How it helps in food production? **10**
- Q.5 What do you understand by producer, consumer and decomposer? What are their roles in climate protection? **10**
- Q.6 'Industrial development is a major cause of global warming.' Do you agree? With it? Elaborate it with suitable examples. **10**
- Q.7 What is waste management? How it can be helpful in sustainable development? **10**

PART-B

- Q.8 How do the developmental activities are affecting the biodiversity of a region? Explain it with suitable examples? **20**
- Q.9 Do you agree with the recent ban on fire crackers and diesel vehicles? What are the other major steps that can be taken to curb the pollution? **20**
- Q.10 What are the natural resources? What is consumption and conservation of them? How they can be protected? **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Third Semester
COMMUNICATION THEORY (BAJM-302)

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**. Each questions carry equal marks.

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

- m) Process of communication.
- n) Noise.
- o) Kinesics.
- p) Advantages of group communication.
- q) Play theory.
- r) Free press theory.
- s) Convergence model.
- t) Schramm's model.
- u) Selective perception.
- v) Authoritarian theory.
- w) New comb's model.
- x) Interpersonal communication.

2x10

PART-A

Q.2 What are the essential functions of communication? Explain with examples. **10**

Q.3 What is verbal and non-verbal communication? What is their importance in our daily life? **10**

Q.4 How is mass communication different from group communication? **10**

Q.5 Multistep Theory is extended version of Two Step Theory. Explain. **10**

Q.6 What are the essential qualities required to be a good communicator? **10**

Q.7 Examine the importance of mass communication in a developing country like India. **10**

PART-B

Q.8 Explain the scope and purpose of communication models. Discuss briefly Lasswell's model of communication. **20**

Q.9 How can psychology of an individual act as a barrier in communication? Explain. **20**

Q.10 What is Agenda Setting Theory? Is it applicable to Indian media? Justify answer with suitable examples. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Third Semester
ADVERTISING (BAJM-303)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

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

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

- a) What is surrogate advertising?
- b) What is PLC?
- c) What is Call of Action?
- d) What do you mean by AIDCA?
- e) What do you mean by USP?
- f) What is Target Audience?
- g) Define Public Opinion.
- h) Write any two advantages of sales promotion.
- i) Write any two advantages of TV advertising.
- j) Who is regarded as the Father of Advertising?
- k) Define motivation in advertising.
- l) Define Propaganda.
- m) Define Advertising.

2x10

PART-A

Q.2 Define 'appeal'. How various appeals and USP's play an important role in product purchase? Explain with suitable examples. **8**

Q.3 Suppose, you are going to launch a product in Delhi-NCR. Do the market segmentation of the area on various demographics. **8**

Q.4 Write short notes on AAAI and ASCI. **8**

Q.5 Do you think advertising world adhered by ethics? Justify your answer with suitable examples. **8**

Q.6 Discuss various tools and techniques of sales promotion in detail. **8**

Q.7 How sales promotion techniques and public opinion help in increasing sales? **8**

Q.8 Describe the various types and economical aspects of advertising in detail. **8**

PART-B

Q.9 What do you mean by copy writing? How to write an advertising copy for print industry? **20**

Q.10 Discuss advertising skill writing and develop a 30 second TV commercial. **20**

Q.11 Explain DAGMAR and AIDCA in detail. Discuss various budgeting techniques of advertising in detail. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Third Semester
PHOTO JOURNALISM (BAJM-304)

Time: 3 hrs

Max Marks: **100**

No. of pages: *1*

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

Q.1 Attempt (**any ten**) questions from the following:

- a) What is CCD?
- b) What is Monopod?
- c) What is Dolly?
- d) When was first photograph taken?
- e) What is the intensity of day light?
- f) What is exposure?
- g) What is the intensity of key light?
- h) TLR stands for _____?
- i) What is ND filter?
- j) What is F number?
- k) CMYK stands for _____
- l) What is the range of focal length of prime telephoto lens?
- m) What is fine art photography?
- n) What is panning?

2x10

PART-A

- Q.2 What do you understand by angle of view? Elaborate it in the context of depth of focus? **10**
- Q.3 What are the different light properties? What is their role in photography? **10**
- Q.4 What are the different camera component? Explain them in detail. **10**
- Q.5 What do you mean by photo shot? Explain its various types. **10**
- Q.6 Which types of lens are used in sports photography? Elaborate it with specifications. **10**
- Q.7 What is aesthetics in photography? How it helps in making the frame? **10**

PART-B

- Q.10 What are the various kinds of lenses used in photoshoot? How they help to cover a perfect photograph? Describe them in the context of their focal length. **20**
- Q.11 How a SLR camera works? What are the some lighting principles of image formation used in it? Elaborate it with diagram. Explain the role of camera film. **20**
- Q.12 What are the various principles of photo composition? How they help a photo journalist to capture the perfect shot for the story? **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Third Semester
PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS
(BAJM-305)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

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

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

- a) Write the full form of PRSI.
- b) Explain Propaganda
- c) Define Third-Party Endorsement.
- d) What is a Corporate Image?
- e) Who were called as Robber Barons?
- f) Write the full form of IPRA.
- g) Who is the father of modern Public Relations?
- h) Who were known as Muckrakers?
- i) What is Press Agency?

Fill in the blanks with suitable answers:

- j) The placing of information into news is called _____.
- k) To garner support and endorsement for a person, product, institution or idea is called _____.
- l) What is Below the Line Spin?
- m) _____ involves planning activities or staging events - sometimes just stunts- to attract attention to a person, institution, idea or product.

State whether following statements are TRUE or FALSE:

- n) Public Affairs is building relationship with the government and the regulatory bodies?
- o) PRSA is an association of Advertising Professionals. **2×10**

PART-A

- Q.2 PR and Media share a symbiotic relationship with each other. Discuss in the context of interdependence of Media and PR. **8**
- Q.3 A house journal is an important means of communication used by companies/ organizations to reach out to its various publics. Give your answer by explaining various stages in planning a house journal. **8**
- Q.4 Discuss the relevance of ethics in PR with relevant examples. **8**
- Q.5 What is corporate culture and what are the factors that go into the making of a corporate culture? Substantiate your answer with relevant examples. **8**
- Q.6 A press conference is an important means of reaching out to specific media simultaneously. Explain why and when a press conference should be called. **8**
- Q.7 Define Public Relations. Explain how it is different from Propaganda. **8**
- Q.8 Discuss in detail the emerging trends in public relations industry in the country. **8**

Q.9 Discuss the emergence of corporate communications function in India. **8**

PART-B

Q.10 Define Social Marketing and explain its role in the process of behaviour change by citing one such campaign which, in your opinion, has impacted the society at large. **20**

Q.11 Do you agree with the following statement – “A good Press Release is the one that is published”. Justify your views by elaborating on the various factors taken into consideration while writing an effective press release. **20**

Q.12 Define Corporate Social Responsibility (CSR) and discuss one of well-known CSR campaigns undertaken by a company. **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fourth Semester
EVENT MANAGEMENT (BAJM-401)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

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

Q.1 Answer the following questions: **(ANY TEN)**

- a) Define Event?
- b) Write an example of a Corporate Event.
- c) What does ILEA stands for?
- d) Define Sponsor Proposal.
- e) Events are temporary in nature. **TRUE/FALSE**
- f) Define advertising.
- g) Write an example of a cultural event.
- h) Mention any one objective of an event.
- i) Define Trade Fair.
- j) Objectives of an event must be SMART _____, Measurable, _____. Relevant and Timed around the event.
- k) Mention any one feature of an event.
- l) Mention any one quality of an Event Manager.
- m) Who is a Sponsor?
- n) Define event proposal.
- o) Mention any one visual aid used for event promotion. **10×1**

PART-A

- Q.2 What is event management? Discuss the scope of event management industry in today' world. **10**
- Q.3 Explain the various steps involved in the risk management strategy of an event. **10**
- Q.4 What is the role of media in event promotion? **10**
- Q.5 What are the major roles and responsibilities of Event Manager? **10**
- Q.6 Explain the 5 C's of an event? **10**
- Q.7 Why is emergency planning important for any event? Explain. **10**
- Q.8 Prepare an event proposal for a sports event. **10**
- Q.9 Discuss the ISES code of ethics for event management. **10**

PART-B

- Q.10 Event management requires team effort. Briefly discuss the roles and responsibilities of the event team. **20**
- Q.11 Describe various stages of the event planning process. **20**

Q.12 Explain in detail various types and size of events.

20

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fourth Semester
COMMUNICATION RESEARCH (BAJM-402)

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 TEN**):

- a) What is sampling frame?
- b) What is inductive research and deductive research?
- c) What is external validity?
- d) What is universe in sampling process?
- e) What is a dependent variable?
- f) What is convenience sampling?
- g) Who invented questionnaire as research instrument?
- h) What is participatory method?
- i) What is the falsifiability in scientific research?
- j) Explain Likert scales in one line.
- k) What is cluster sampling?
- l) What is randomization in research?
- m) What is a census?
- n) What is creative commons?
- o) What is the full form of APA?

2x10

PART-A

- Q.2 a) Write a short note on 'content analyses'. **10**
b) What is qualitative research method? **10**
- Q.3 a) Explain Applied Research in brief. **10**
b) What are experimental studies? Describe true experimental designs and quasi-experimental designs. **10**
- Q.4 a) Explain in detail the survey method and its types. **10**
b) Briefly explain the typical stage in research. **10**

PART-B

- Q.5 a) Differentiate between Basic and Applied Research. **10**
b) Define hypothesis and state the purpose of the hypothesis in a research study. **10**
- Q.6 a) What is sampling technique in research? What are the different types of sampling techniques? What is sampling bias? **10**
b) What is audience analysis? Explain its importance and the process of conducting audience analysis by giving suitable examples. **10**
- Q.7 What is Review of Literature (ROL)? Explain in detail the importance of ROL. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fourth Semester DEVELOPMENT COMMUNICATION (BAJM-403)

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 carry equal marks.

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

- a) Define Development Communication.
- b) Define the process of development communication.
- c) Name the two scholars who proposed the Dominant perspective in 1950-1970.
- d) What is development support communication?
- e) Who are Everhold Hosein and Elil Renganathan?
- f) Define 'ICT4D'.
- g) Give full form of 'ACADA'.
- h) What is active participation?
- i) Name two forms of traditional media?
- j) Do you agree- 'ROTI, KAPDA, MAKAN = development communication'?
- k) Pitamber Pant's development model of India was based on
- l) What is the purpose of development communication?
- m) What are strengths and weaknesses of Free Press theory?
- n) Write two examples of Diffusion of innovation.
- o) Identify two minimum needs and priority areas. **2x10**

PART-A

- Q.2 a) Identify and discuss two socio-economic indicators of development. **10**
b) Evaluate Development communication in India. **10**
- Q.3 a) Enumerate three generalized characteristics of developing countries. **10**
b) Discuss with examples the participatory model of development communication. **10**
- Q.4 a) Explain three elements of development communication approach. **10**
b) Write a short critique on alternative perspective of development communication. **10**

PART-B

- Q.5 a) Enumerate impact of ICT4D on development process in the Jungles of Amazon. **10**
b) What is Allocative inefficiency in developing society? **10**
- Q.6 a) Discuss the role of mobile phones in development of Rural India. **10**
b) Explain strategic components of development communication. **10**
- Q.7 You have made a dev. communication film. What is your learning from this process? **20**

End Semester Examination, Dec. 2017
BJMC – Fourth Semester
NEWSPAPER AND MAGAZINE JOURNALISM (BAJM-404)

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.

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

- a) What is Print Line?
- b) What is RGB?
- c) What is Mast head?
- d) Who is a Cub?
- e) Who is the owner of 'The Hindustan Times'?
- f) Name any two fashion magazines of India?
- g) Who was Gauri Lankesh?
- h) What is the name of largest selling magazine of India?
- i) What is the full form of NDTV?
- j) Who is the editor of "The Times of India"?
- k) What do you mean by layout?
- l) Name any two print media related softwares.
- m) What do you mean by exclusive news?

1x10

PART-A

- Q.2 Write a note on "Future of Print media in India". **5**
- Q.3 Throw a light on the various types of magazines in India. **5**
- Q.4 What points on should keep in mind while writing a coloumn? **5**
- Q.5 What is a bureau? What are the responsibilities of a bureau chief? **5**
- Q.6 Discuss how placement and elements of news hold the most important place in newspaper formation? **5**
- Q.7 Discuss recent trends of newspaper industry in India with suitable examples. **5**
- Q.8 Discuss qualities, role and responsibilities of a reporter in detail. **5**

PART-B

- Q.9 "Print media is considered one of the most reliable sources of information". Explain. **17½**
- Q.10 Draw the organizational structure of a newspaper and explain the working of each and every department of it. **17½**
- Q.11 Write down a feature on any topic of your choice. **17½**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Fourth Semester
TRADITIONAL MEDIA (BAJM-405)

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 Attempt (**any ten**) of the following:

- a) Define culture.
- b) Powada is a folk form of Gujarat. (**True/False**)
- c) Song and Drama Division was formed in the year _____.
- d) Mention a prominent theatre artist of India.
- e) Define Archive.
- f) Mention any one folk dance of North East India.
- g) Madhubani Paintings belong to _____ region.
- h) Write any one characteristic of folk media.
- i) Yakshagana is a folk theatre of _____.
- j) Mention any one folk form of Tamil Nadu.
- k) Mention any one disadvantage of folk media.
- l) Oyilattam is a _____.
- m) Define New Media.
- n) Write the full form of IPTA
- o) Mention any one folk song of Punjab.

2x10

PART-A

- Q.2 a) Write a note on the folk theatre of India. **10**
b) Discuss the nature and scope of folk media in India. **10**
- Q.3 a) Differentiate between Folk Media and New Media. **10**
b) Throw light on the major problems faced by the folk media artists. **10**
- Q.4 a) What is the role of traditional media in Development Communication? **10**
b) Write a note on the popular folk dances of India. **10**

PART-B

- Q.5 a) Explain the role of folk media in promoting tourism in India. **10**
b) Discuss the various advantages and disadvantages of Traditional Media. **10**
- Q.6 a) Briefly discuss the various folk forms of India. **10**
b) What is the relevance of folk media in rural as well as urban India? **10**
- Q.7 Write notes on:
a) Folk art forms of Western India.
b) Folk art forms of North India. **10x2**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Fifth Semester
MEDIA MANAGEMENT (BAJM-501)

Time: 3 hrs

Max Marks: **100**

No. of pages: **1**

Note: **Q.1 is compulsory.** Attempt any **TWO** questions from **Part-A** and any **TWO** questions from **Part-B**. Each question carries equal marks.

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

- a) Define Management.
- b) Write any two examples of Government Media.
- c) Write down the full forms of UNI and ANI.
- d) What is RNI?
- e) SWOT stands for _____.
- f) Mention two advantages of sole proprietorship.
- g) Name two international news agencies.
- h) Define TAM.
- i) What is a Scalar Chain?
- j) Mention two strengths of Radio industry.
- k) Define partnership.
- l) Name any two regional language newspapers of India.
- m) Where is Universal Studios located?

2x10

PART-A

- Q.2 a) Explain the procedure of starting a newspaper. **10**
b) What are the problems faced by small scale newspapers in India? **10**
- Q.3 a) Explain the importance of controlling and planning in a media organization. **10**
b) Discuss the duties of a media manager? **10**
- Q.4 a) What are the legal issues in media business? **10**
b) What are the sources of television and newspaper finance? **10**

PART-B

- Q.5 Do a SWOT analysis of Radio and Print industry in India. **20**
- Q.6 What is Management? Briefly explain the Principles of Media Management. **20**
- Q.7 Explain, in detail, the concept and functions of Management Information System. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) — Fifth Semester
NEW MEDIA (BAJM-502)

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) Attempt (**any five**) of the following:

- i) Write a note on Blog.
- ii) What are the advantages of electronic emails?
- iii) Explain the pros and cons of Social Networking Sites.
- iv) Explain the concept of serif and sans-serif fonts.
- v) What are WEB 2.0 technologies?
- vi) Explain social movement.

3×5

b) **Fill in the blanks:**

- i) A web user who writes a blog _____.
- ii) Facebook was founded by _____.
- iii) _____ is a video sharing website.
- iv) _____ is a Photo sharing website.
- v) Copyright is a part of _____ rights.

5

PART-A

Q.2 What do you mean by writing for web? What are the etiquettes to be followed in writing on social media?
20

Q.3 Write short notes on the following:

- a) Cyber journalism.
- b) Digital journalism.

10×2

Q.4 Discuss the advantages and disadvantages of information flow and control on internet. Are the people of India using digital platforms?
20

PART-B

Q.5 Define New Media. Explain the various characteristics of New Media.

20

Q.6 Nowadays Social Media has become an essential part of life. Medium to spread information and awareness and for some, it acts as a companion. What is your opinion about this? Explain.

20

Q.7 Explain online advertising? Is online advertising effective the mode of communication? To what extent do you agree with the statement?

20

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
MEDIA ETHICS (BAJM-503)

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**. Marks are indicated against each question.

- Q.1 Answer the following:
- a) What do you mean by objectivity? **2**
 - b) What is Ethics? **2**
 - c) What is yellow journalism? **2**
 - d) Write a brief note on sensationalism. **5**
 - e) What do you mean by media trial? **4**
 - f) What is paid news? **3**
 - g) What is plagiarism? **2**

PART-A

- Q.2 Write a detailed note on sting operations citing few examples. 'Sting operations are ethically wrong'. Critically examine the statement. **20**
- Q.3 Discuss PCI guideline of ethics in detail. **20**
- Q.4 'Accuracy and Fairness are the two important pillars of ethics based journalism'. Critically analyze the statement citing examples. **20**

PART-B

- Q.5 Write a detailed note on invasion of privacy giving suitable examples. **20**
- Q.6 Write an article on media and social responsibility. **20**
- Q.7 Discuss the ethical issues related to social media in detail. **20**

End Semester Examination, Dec. 2017

BA-JMC - Fifth Semester

RADIO JOURNALISM (BAJM-504)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

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

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

- a) What is script?
- b) What do you mean by vox-pop?
- c) Who is the Minister of Information and Broadcasting in India?
- d) What is TRAI?
- e) What do you mean by SW?
- f) In which year FM started in India?
- g) What is News Reel?
- h) Name any one radio programmes anchored by Ameer siyani.
- i) What is Lapel?
- j) What do you mean by commercial radio?
- k) Who is the owner of Red FM?
- l) In which year Vividh Bharti started in India?
- m) Who was the first Controller General of Radio in India?

2x10

PART-A

- Q.2 Explain various features and characteristics of radio in detail. **8**
- Q.3 Throw a light on the role of internet radio in contemporary times. **8**
- Q.4 Describe the working of each and every department of a private channel with the help of an organizational chart. **8**
- Q.5 What are the basic rules one should keep in mind while making script for an interview? Write down a five minutes script for a radio commercial. **8**
- Q.6 Throw a light on the uses and types of Mics available in radio industry. **8**
- Q.7 Explain how FM plays an important role in the success of radio industry in India. **8**
- Q.8 Write a note on "sound effects and its uses". **8**

PART-B

- Q.9 How the working of a govt. radio channel is different from a private channel? Discuss the future prospects of radio industry in India. **20**
- Q.10 What are the Do's and Dont's of radio announcing and news reading? **20**
- Q.11 How a community radio helps any under privileged society to put their views forward? Explain with suitable examples. **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fifth Semester
TV JOURNALISM (BAJM-505)

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 five**) of the following:

- a) What are ethics in TV journalism? Discuss the various problems faced by journalists.
- b) What are the main roles and functions of Assignment Desk in a TV News channel?
- c) Discuss in brief the various types of Television programmes.
- d) Trace the development and growth of TV broadcasting in India.
- e) What are the differences between news on TV and news on Radio?
- f) Discuss the role and functions of Panel Producer in PCR. **5×4**

PART-A

Q.2 What is objective reporting? Discuss the various reporting beats. **20**

Q.3 Write down the organizational structure of DD. **20**

Q.4 What is PCR? Discuss the structure and roles of various people working in the PCR. **20**

PART-B

Q.5 What are the basic rules for writing script in TV? How is writing in TV different from writing in Print? **20**

Q.6 Critically analyze the format and content of two popular TV programmes. What genres do they belong to? **20**

Q.7 Explain the following in detail:

- a) Input Desk.
- b) Output Desk.

20

End Semester Examination, Dec. 2017

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) Explain the importance of 'concise writing'?
- b) Who is a correspondent?
- c) Why is a 'source' important to write an article?
- d) How would you define 'Letter-to-the-editor'?
- e) What do you mean by 'paraphrasing'?
- f) How would you define 'social media'?
- g) How much importance do quotes have in an article?

2×5

PART-A

Q.2 Should the Press be guided by any boundaries? What is the meaning of 'Freedom of the press'? Discuss. **10**

Q.3 Write an article on the Swachh Bharat Mission of the Prime Minister. In your article suggest one way in which you could contribute to this mission. **10**

Q.4 How important has 'tweeting' become in our lives? Which leader do you follow on Tweet? **10**

PART-B

Q.5 Write a report of not less than 250 words on 'RESURRECTION' 2017 which took place in your University in October, 2017. **10**

Q.6 Write a report on the freshers' party in not less than 250 words which was organized by your batch for the freshers on October 4th, 2017. **10**

Q.7 Write a report on any news which is making headlines in the newspapers in the last two weeks – around 250 words. **10**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Third Semester
FASHION COMMUNICATION (BAJM-GE-02)

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) Alia Bhatt is the brand ambassador of _____.
- b) Who is the brand ambassador of Lakme?
- c) What is fashion media?
- d) Name any two fashion magazines.
- e) Write any two qualities of a fashion journalist.
- f) Name any two famous fashion photographers.

2×5

PART-A

Q.2 Discuss the fashion psychology of urban youth.

10

Q.3 Discuss the importance of fashion communication in detail.

10

Q.4 Write a short note on fashion styling.

10

PART-B

Q.5 Write a short note on fashion blogs.

10

Q.6 Explain the importance of fashion photographers.

10

Q.7 Write a short note on your favorite fashion icon.

10

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Second Semester
SOCIAL AND CULTURAL HISTORY OF INDIA (BAJM-OE-03)

Time: 3 hrs

Max Marks: **50**

No. of pages: 1

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

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

- a) Arya Samaj.
- b) Development of Painting.
- c) Aligarh School.
- d) Radhaswami Mission.

2x5

PART-A

Q.2 Do political parties have a role in determining social reforms? Explain.

10

Q.3 Write a note on the status of women in India.

10

Q.4 What role do music and dance have on development of a society/nation?

10

PART-B

Q.5 Discuss the social reforms in 19th century in India.

10

Q.11 Explain the rise and features of Ram Krishna Mission.

10

Q.12 Write in brief the impact of freedom movement on Indian Society.

10

End Semester Examination, Dec. 2017

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 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 Write short notes on **(any two)** of the following:

- a) Managing innovation and changes in an organization.
- b) Stress management.
- c) Importance of organizational behavior.

5x2

PART-A

Q.2 Throw a light on various models of Organisational behaviour.

10

Q.3 Explain organizational principals in detail.

10

Q.4 Discuss the various approaches through which one can attain an ideal organizational behavior.

10

PART-B

Q.5 What are the core values and objectives of organizational development?

10

Q.6 What are the techniques of communicating effectively in any organization at various levels?

10

Q.7 How to create a high performance team in any organization? What do you mean by ethical decision making? Discuss in detail.

10

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fourth Semester
HUMAN RESOURCE DEVELOPMENT (BAJM-OE-05)

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 Write short note on **(any two)** of the following:

- a) HRD Matrix
- b) Challenges faced by Human Resource Development professionals.
- c) How Human Resource Manager tries to maintain a balance between various departments of an Organization? **5×2**

PART-A

Q.2 Write a detailed note on importance of Development Human Resource in an organization. **10**

Q.3 How Intellectual Property plays an important role in the growth of an Organization. **10**

Q.4 Write a detailed note on Career management and development. **10**

PART-B

Q.5 Explain the steps involved in developing and evaluating a Human Resource Development Plan. **10**

Q.6 Throw light on the various steps taken by HR Manager to motivate its employees. **10**

Q.7 Explain the role of technology in making Human Resource Development plans more effective. **10**

End Semester Examination, Dec., 2017
BA (Journalism and Mass Communications) – Fourth Semester
SOFT SKILLS AND PERSONALITY DEVELOPMENT (BAJM-OE-07)

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 Write short notes on **(any two)** of the following:

- a) Self-Acceptance and Self-Esteem.
- b) Conflict Management.
- c) Business and Social Etiquettes.

5x2

PART-A

Q.2 Discuss leadership and qualities of a good leader.

10

Q.3 What role does family and society plays in shaping the personality of an individual? **10**

Q.4 Write short notes on:

- a) Maslow's Theory of Hierarchy of Needs.
- b) Sigmund Freud Theory of Personality.

2x5

PART-B

Q.5 Discuss the basics of Personality and ways to improve Personality.

10

Q.6 Write in brief about Attitude and the process of Attitude formation.

10

Q.7 Discuss the need of studying Soft Skill and Personality Development for Media Students.

10

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – First Semester
SOCIAL AND CULTURAL HISTORY OF INDIA (BAJ-OE-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) Describe in short the social policy of East India COMPANY.
- b) Write a short note on the Arya Samaj.
- c) What contribution did Brahmo samaj have on Society?
- d) What is the Ram Krishna Mission?
- e) Write a short note on the Aligarh School movement.
- f) What was the state of society in the 18th century?
- g) Who are Radhaswamies?

2×5

PART-A

Q.2 Do political parties have a role in determining social reforms? Explain with examples **10**

Q.3 What was the role of Christian Missionaries in social life? **10**

Q.4 Has the West had an impact on Indian Society? Explain with examples. **10**

PART-B

Q.5 What role does music and dance have on the development of a society/nation? **10**

Q.6 How would you define 'regional architecture'? Has it been influenced by the Western countries **10**

Q.7 Trace the growth of the Indian Press. **10**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester
ORGANIZATIONAL BEHAVIOR (BAJ-OE-02)

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) Write any two features of Organizational Behavior.
- b) Write any two limitations of Organizational Behavior.
- c) What are the elements of Organizational Behavior?
- d) What is the scope of Organizational Behavior?
- e) What do you mean by leadership qualities?
- f) What do you mean by organizational climate?
- g) Write a short note on "Ethical Decision Making".

2×5

PART-A

Q.2 Throw a light on various models of 'Organizational Behavior'. **10**

Q.3 Write a descriptive note on 'organizational process'. **10**

Q.4 What are the types and models of Group Behavior? **10**

PART-B

Q.5 Explain organizational development and its role in detail. **10**

Q.6 What do you mean by stress? What steps one should take to overcome stress? **10**

Q.7 Why it is necessary for an organization to take innovative steps at regular interval? How management should convey innovative steps taken to its employees? Explain in detail. **10**

End Semester Examination, Dec. 2017
BJMC – Second Semester
PRESS LAWS AND HISTORY OF JOURNALISM (BJ-201)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

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

- Q.1 Attempt (**any ten**) of the following:
- What is an Affidavit?
 - What is Doordarshan?
 - What do you mean by Law?
 - What is SITE?
 - What do you mean by Pressure Groups?
 - Who was Guru Dutt?
 - Define Sedition.
 - What is AIR?
 - What is a Bill?
 - What is the full form of TRAI?
 - What is the capital of Bihar?
 - What is Ujjwala Yojna?
 - Name any two state affiliated parties of India.

1x10

PART-A

- Q.2 Explain Intellectual Property Right Act, in detail. **5**
- Q.3 Write a note on contempt of Court. **5**
- Q.4 How TRP influences content in Television? **5**
- Q.5 Briefly explain the working and powers of TRAI. **5**
- Q.6 Write a detailed note on Right to Information. **5**
- Q.7 Explain the working of Press Council of India. **5**
- Q.8 Elaborate how radio is instrumental in bringing positive changes in society? **5**
- Q.9 Explain:
a) ILNA b) RNI c) ABC. **5**

PART-B

- Q.10 Throw light on the role of Newspapers in development of India. **17½**
- Q.11 Write a detailed note on the Official Secret Act. **17½**
- Q.12 Discuss the relevance of Defamation Act in media. **17½**

End Semester Examination, Dec. 2017

BJMC – Second Semester IT FOR MEDIA (BJ-203)

Time: 3 hrs

Max Marks: 70

No. of pages: 1

Note: Attempt any **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 Attempt (**any ten**) questions from the following:

- a) Who is the current CEO of Microsoft?
- b) What is ROM?
- c) HTTP Stands for _____
- d) LCD stands for _____
- e) Name any two output devices.
- f) Name any two audio editing software.
- g) Who is the founder of Alibaba?
- h) What do you mean by ISP?
- i) What do you understand by server?
- j) What is push message?
- k) What is video-blog?
- l) What is SEO?

1x10

PART-A

Q.2 Write short notes on:

- a) Storage units.
- b) Multimedia applications.

5

Q.3 What do you understand by computer generations? Explain them in detail.

5

Q.4 What is the difference between mobile application and software? Elaborate with examples.

5

Q.5 What are the basic elements of computer communication system? How does this system work?

5

Q.6 What is web promotion? Explain various resources which are used for it.

5

Q.7 Explain these in detail:

- a) Bus topology.
- b) Visual design.

5

Q.8 What do you mean by copy creation? How is the writing for web different from electronic media?

5

Q.9 What do you understand by characteristics of computer? Elaborate them.

5

PART-B

Q.10 Modern supercomputing is affecting the human resources. Do you agree with the statement? Elaborate your answer with support of suitable examples.

17½x2

Q.11 Do you think that the web based media and other resources will be the new player of media industry? Support your answer with suitable examples.

17½x2

Q.12 How social media is changing the present scenario of journalism while fake news is real concern? Discuss the various advance technologies and their need in the broadcast media.

17½x2

End Semester Examination, Dec. 2017

BJMC – Second Semester

REPORTING AND EDITING (BJ-204)

Time: 3 hrs

Max Marks: **50**

No. of pages: 1

Note: Attempt any **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 (**any ten**) of the following:
- What is gutter?
 - What do you mean by fourth estate?
 - What is dateline?
 - What is scoop?
 - What is tabloid?
 - PTI stands for _____.
 - Name the first hindi newspaper in India?
 - What is AFP?
 - What are the '5 Ws' and 1 H'?
 - What is caption?
 - What do you mean by follow-ups?
 - What is filler?

1x10

PART-A

- Q.2 Discuss the hierarchy of a desk office in a newspaper organization. **4**
- Q.3 What is the role of a copy editor? **4**
- Q.4 What are the qualities of a sub editor? **4**
- Q.5 Write a short note on 'inverted pyramid'. **4**
- Q.6 Write an article on any relevant issue. **4**
- Q.7 Write a short note on 'news ideas and angels' with examples. **4**
- Q.8 Write a note on 'the specialty of a newspaper' which you read regularly. **4**
- Q.9 What are the challenges of a reporter? Discuss in detail. **4**

PART-B

- Q.10 'Sub-editor is considered as the Gatekeeper of a newspaper organisation'. Explain. **10**
- Q.11 What is news value? Discuss the news values with examples. **10**
- Q.12 'Print Media in western world is losing its readership but in India, it is increasing.' Do you agree with it? Discuss the statement with appropriate examples. **10**

End Semester Examination, Dec. 2017

BJMC – Third Semester

COMMUNICATION THEORY (BJ-301)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

Note: Attempt any **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 Attempt (**any ten**) of the following:
- a) Define intrapersonal communication.
 - b) What do you mean by feedback?
 - c) What do you mean by encoding?
 - d) Name any two traditional forms of communication.
 - e) Write any two functions of mass communication.
 - f) What do you understand by mass media?
 - g) SMCR stands for_____.
 - h) What is selective retention?
 - i) Name any two barriers of communication.
 - j) Physiological noise means_____.
 - k) Who said 'Man is a social animal'?
 - l) Who is regarded as a pioneer of Indian Journalism? **1x10**

PART-A

- Q.2 Write a short note on two step flow theory of communication. **5**
- Q.3 Discuss in detail the process of communication. **5**
- Q.4 Differentiate between model and theory. **5**
- Q.5 Write a short note on the seven C's of communication. **5**
- Q.6 What are the two distinct stages through which information moves in two steps flow theory? **5**
- Q.7 Write a short note on non-verbal communication. **5**
- Q.8 Write a brief note on censorship. **5**
- Q.9 Write a short note on Agenda setting theory. **5**

PART-B

- Q.10 Write a descriptive note on convergence and Gerbner's model. **17½**
- Q.11 Differentiate between group communication and mass communication citing suitable examples. **17½**
- Q.12 'Communication is much easier than ever before' Justify the statement with suitable examples. **17½**

End Semester Examination, Dec. 2017
BJMC – Third Semester
ADVERTISING AND PUBLIC RELATIONS (BJ-302)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

Note: Attempt any **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 Attempt (**any ten**) of the following:

- a) What are the four P's of marketing mix?
- b) What do you mean by a press release?
- c) Name any two Advertising Agencies of India.
- d) Name the person who started the first Newspaper of India?
- e) "Believe in the Best" is the Punch line of which company?
- f) Who is known as the Father of Public Relations?
- g) What is the role of a visualiser in advertising agency?
- h) What is media brief?
- i) When the first print advertisement published in India?
- j) What do you mean by direct mail?
- k) Which advertising agency created famous Zoo-Zoo advertisements?
- l) What is the punchline of Dominos?
- m) DAVP stands for _____.

1x10

PART-A

- Q.2 "Advertising has become an essential marketing activity in the modern era of globalization". Explain. **5**
- Q.3 What is the role of PR in a Public Service Company? Elaborate it in detail. **5**
- Q.4 Who are the active participants in advertising? **5**
- Q.5 What are the advantage and disadvantages of internet advertising? **5**
- Q.6 Explain the ethical aspects of advertising. **5**
- Q.7 Briefly discuss the role of Public Relations in private sector. **5**
- Q.8 Write a short note on the code of Public Relations Society of India (PRSI). **5**
- Q.9 Write a brief note on different PR tools. **5**

PART-B

- Q.10 Discuss in detail the historical growth and development of Public Relations in India. **17½**
- Q.11 'Objectification of women in advertisements is a matter of concern' Justify the statement in the light of Indian advertising. **17½**

Q.12 Write down the golden rules of copy writing and prepare an advertising script for television. **17½**

End Semester Examination, Dec. 2017

BJMC – Third Semester

COMMUNICATION RESEARCH AND CONSUMER BEHAVIOUR (BJ-304)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

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

- Q.1 Attempt (**any ten**) of the following:
- a) "Media research will involve looking at issues such as media content and audience".
(True/False)
 - b) Name any two organizations who conduct research.
 - c) What do you mean by research problem?
 - d) What is hypothesis?
 - e) Name any three sources of information required for a media researcher.
 - f) Who is Harold Lasswell?
 - g) Define feedback studies.
 - h) Give an example of qualitative research method.
 - i) Who is the present brand ambassador of Pulse-polio advertisement?
 - j) Write any two examples of esteem needs.
 - k) Name a book of Wilbur Schramm.
 - l) What do you mean by inverted questioning? **1x10**

PART-A

- Q.2 Define SWOT and discuss in detail the SWOT analysis. **5**
- Q.3 Define sampling and its various types in detail. **5**
- Q.4 Define 'market'. Why market segmentation is required for any research department? **5**
- Q.5 Distinguish between research methods and methodology. **5**
- Q.6 Distinguish between fundamental and applied research. **5**
- Q.7 Differentiate between communication research and social science research. **5**

PART-B

- Q.8 What do you mean by media research and discuss the importance of studying it in the present day? **17½**
- Q.9 Define a survey. Prepare a questionnaire on the media habits of rural people. **17½**
- Q.10 Define content analysis and discuss the various steps involved in it with its key objectives. **17½**

End Semester Examination, Dec. 2017

BJMC – Fourth Semester

MEDIA ISSUES AND DEBATES (BJ-401)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

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

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

- a) RTI was introduced in India in the year_____ under_____ government.
- b) Who is the Editor-in-Chief of the daily 'The Hindu'?
- c) 'Nautanki' is a form of New Media'. (**True/False**).
- d) What do you mean by 'Objectification of Women'?
- e) What do you mean by 'Cub Reporter'?
- f) Define 'Media Accountability'.
- g) What is the punch line of Aaj Tak News Channel?
- h) Which film won national award in popular film category 2014?
- i) What is PSA?
- j) What is the punch line of "Indian Express" news-paper?
- k) Which political party publishes "Saamna" news-paper?
- l) Who started famous website 'Wikileaks'?
- m) Name any two social photo sharing sites?

1x10

PART-A

- Q.2 'RTI is a strong weapon in the hands of common man' Elaborate the statement with suitable examples. **5**
- Q.3 'Television cultivates new values in children' Discuss the statement and answer with suitable examples. **5**
- Q.4 'Television affects Children' supply your answer in favor of the statement. **5**
- Q.5 'Mass media is a powerful tool of development', discuss with reference to social change. **5**
- Q.6 "Media can be used as a tool of development" Discuss the statement with reference to women empowerment. **5**
- Q.7 Discuss the role of social media in disseminating misleading information. **5**
- Q.8 Briefly discuss the concept of paid news in India. **5**
- Q.9 Discuss the nexus of politics and media in the context of code of ethics. **5**

PART-B

- Q.10 'Yellow Journalism and Paid News are threat to the Indian Democracy' Justify the statement with suitable examples. **17½**
- Q.11 How media is responsible of making women as an 'object'? Justify your answer with valid examples. **17½**

Q.12 'Traditional media can be a very strong instrument for creating social awareness among rural and urban population' Justify the statement. **17½**

End Semester Examination, Dec. 2017

BJMC – Fourth Semester EVENT MANAGEMENT (BJ-402)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: Attempt **FIVE** 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 Attempt (**any ten**) of the following:

- a) Define event.
- b) What do you mean by a fund raising event?
- c) Give any two objective of an event.
- d) What is a formal event?
- e) Name any two informal events.
- f) Write any two advantage of using an event management company.
- g) What is Publicity?
- h) What do you mean by trade fair?
- i) Name the 5C's of an event.
- j) What is event evaluation?
- k) Define publicity.
- l) What do you mean by co-sponsorship?
- m) Give any two objectives of an event.

1x10

PART-A

- Q.2 Write a short note on key elements of an event. **5**
- Q.3 Discuss the various types of events. **5**
- Q.4 Why budget is important for an event? **5**
- Q.5 Discuss the importance of planning in an event. **5**
- Q.6 Write a short note on the scope of event management. **5**
- Q.7 Write a short note on press conference. **5**
- Q.8 What are the key elements of an event? Discuss. **5**
- Q.9 Discuss the role of media in promotion of an event. **5**

PART-B

- Q.10 What is a planning? Discuss in detail the various steps of planning process of an event. **17½**
- Q.11 What do you mean by sponsorship? Discuss the role and importance of sponsors in an event. **17½**
- Q.12 Write a detailed note on the importance and scope of event management in detail. **17½**

End Semester Examination, Dec. 2017
BJMC – Fourth Semester
COMMUNICATION AND DEVELOPMENT (BJ-403)

Time: 3 hrs.

Max Marks: **70**

No. of pages: **1**

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

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

- a) Write any three features of an Urban Community.
- b) Name two 1st world countries.
- c) MNC stands for _____.
- d) What is 'make in India'?
- e) What is 'digital India'?
- f) Expand ICT4D _____.
- g) Define population.
- h) What is the difference between census and consensus?

State whether the following statements are TRUE / FALSE:

- i) Bharatnatyam is a classical dance.
- j) Name three characteristic of Social media.
- k) 'Matka water filter' is a rural innovation.
- l) Ram Lila is a traditional media.
- m) 'Cleanliness is Godliness'.

1x10

PART-A

- | | | |
|-----|--|----------|
| Q.2 | Explain the role of ICT in rural development with example. | 5 |
| Q.3 | Why is it essential to empower women in rural and urban India? | 5 |
| Q.4 | "People understand and believe in traditional media". Discuss. | 5 |
| Q.5 | Explain the process of development in developing world. | 5 |
| Q.6 | Discuss, with examples, passive and consultative participation. | 5 |
| Q.7 | What is the role of advocacy in development of a nation? | 5 |
| Q.8 | Differentiate between social media and internet. | 5 |
| Q.9 | Explain, with examples, the difference between being 'literate and being aware'. | 5 |

PART-B

- | | | |
|------|---|------------|
| Q.10 | What is rural development? Identify its problems and discuss strategies to overcome these problems. | 17½ |
| Q.11 | Why is it important to develop industries in a country? | 17½ |
| Q.12 | Write a note on literacy and its relation with women sarpanches? | 17½ |

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Fourth Semester
NEWSPAPERS AND MAGAZINE JOURNALISM (BJ-404)

Time: 3 hrs

Max Marks: **70**

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 ten**) of the following:

- a) What is Bleed?
- b) What is Slug?
- c) What is Montage?
- d) Define News.
- e) What is Advertorial?
- f) What is CMYK?
- g) What is the full form of ILNA?
- h) What is Beat?
- i) What is the full form of ESPN?
- j) Who is Shyam Benegal?
- k) Who was Gauri Lankesh?
- l) Name the President of China.
- m) Name *any two* famous newspapers of the World.

1x10

PART-A

- Q.2 Through light on the problems of Language press in India. **5**
- Q.3 How interest groups influence the content of newspapers? **5**
- Q.4 Throw light on the procedure of starting a newspaper. **5**
- Q.5 What points one should keep in mind while writing a column? **5**
- Q.6 Explain:
a) Column.
b) Article.
c) Tabloid. **5**
- Q.7 Discuss the problems faced by magazine industry in India. **5**
- Q.8 How writing for magazine is different from newspaper writing? Explain with suitable examples. **5**

PART-B

- Q.9 Write a detailed note on editing symbols. **17½x2**
- Q.10 Discuss organizational structure of newspaper in detail. **17½x2**
- Q.11 Write an editorial on any current news. **17½x2**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fourth Semester
NEWSPAPER AND MAGAZINE JOURNALISM (BJ-404)

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 **TWO** questions from **Part-B**. The marks are indicated against each question.

Q.1 Answer the following questions: **(ANY TEN)**

- a) What is Crop?
- b) What is Byline?
- c) What is RNI?
- d) What do you mean by PCI?
- e) What is CMYK?
- f) What do you mean by Pressure Groups?
- g) Who is Arun Puree?
- h) Define print line.
- i) What is tabloid?
- j) What is broadsheet?
- k) What is the full form of ILNA?
- l) What do you mean by sister concern?
- m) What do you mean by beat?
- n) Who is the owner of 'The Times of India'?

10×1

PART-A

- Q.2 Throw light on the major trends in newspaper industry. **5**
- Q.3 Differentiate between print and electronic media. **5**
- Q.4 Throw light on the procedure of starting a newspaper. **5**
- Q.5 Discuss organizational structure of a magazine in detail. **5**
- Q.6 Write a detailed note on editing symbols. **5**
- Q.7 What points one should keep in mind while writing for a magazine? **5**
- Q.8 Throw light on the role of digitization in the growth of newspaper industry. **5**
- Q.9 Explain the following:
- a) Editorial. **2**
 - b) Feature. **2**
 - c) Advertorial. **1**

PART-B

- Q.10 How Interest groups and pressure groups influence content in newspaper? **17½**
- Q.11 Discuss the organizational structure of a newspaper in detail. **17½**

Q.12 Discuss the problems faced by magazine industry in contemporary times.

17½

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
NEW MEDIA (BJ-501)

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 Attempt (**any ten**) questions from the following:

- a) Who is the founder of Hotmail?
- b) Who invented the World Wide Web?
- c) What is the meaning of convergence?
- d) What do you mean by 'Live Streaming'?
- e) Full name of VoIP is _____.
- f) What do you mean by citizen journalism?
- g) Who is the CEO of Prasar Bharti?
- h) What is ethical hacking?
- i) What do you understand by virtual reality?
- j) TRAI stands for _____.
- k) Who controls the telecommunication industry in India?
- l) Who is known as the Father of Internet?
- m) What is Arab spring?

1x10

PART-A

- Q.2 What do you understand by mobile news? Discuss it in detail with examples. **5**
- Q.3 How the new media is changing the paradigm in development communication? How it is helping the government in welfare scheme? **5**
- Q.4 How the print industry is changing because of new age technology? Discuss the role of new media in it. **5**
- Q.5 "The social media is becoming threat because of fake news". Do you agree with the statement? Support your answer with suitable examples. **5**
- Q.6 What were the recommendations and policy formulation in National Telecom Policy 1994? Explain them in detail. **5**
- Q.7 Discuss the role of internet services. **5**
- Q.8 What is the internet based advertising? How it is changing the advertising concepts? **5**
- Q.9 What is E-governance? How it is implemented by the government of India. **5**

PART-B

- Q.10 What is the role of private and public sector companies in telecommunication structure in India? Discuss it in detail. **17½**
- Q.11 "In the era of fake news, we need the monitoring on online content." Do you agree with the statement? Support your answer with suitable examples. **17½**

Q.12 What are the tools and techniques used for online advertising and promotion? Discuss them in detail with examples. **17½**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
MEDIA MANAGEMENT (BJ-502)

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 Attempt (**any ten**) questions from the following:

- a) What is PTI?
- b) What is AFP?
- c) What is TAM?
- d) What is planning?
- e) Define partnership.
- f) Name any two national news agencies.
- g) FII stands for _____.
- h) Name any two principles of Media Management.
- i) MIS stands for _____.
- j) Write any two functions of television.
- k) What is TRP?
- l) What is a public limited company?

1x10

PART-A

- Q.2 Explain the advantages and disadvantages of sole proprietorship in detail. **5**
- Q.3 Explain the role and qualities of Media Managers. **5**
- Q.4 Explain folk media in detail. **5**
- Q.5 What do you mean by Trust and Co-operatives? **5**
- Q.6 What is SWOT? Explain in detail. **5**
- Q.7 Write a short note on Government and Private media. **5**
- Q.8 Discuss the functions and significance of Media Management. **5**

PART-B

- Q.9 Write a detailed note on Management Information System. **17½**
- Q.10 Discuss the ownership pattern of mass media in detail. **17½**
- Q.11 Write a detailed note on FDI and FII. **17½**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
RADIO JOURNALISM (BJ-503)

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 Attempt (**any ten**) of the following:

- a) Who owns Radio Mirchi?
- b) Name any two Internet radio channels.
- c) When did Vividh Bharti services start in India?
- d) Who is the I and B Minister of India?
- e) What is Satellite Radio?
- f) Name any two FM channels of AIR.
- g) What is Radio Reel?
- h) Vividh Bharti came in the year _____.
- i) What is AM and FM?
- j) In which year did AIR and DD separate?
- h) What is mobile Radio?
- l) What is a Vox pop?
- m) RAM is _____.

1×10

PART-A

- Q.2 Discuss in brief the development of radio broadcasting in India since 1927. **5**
- Q.3 Give the latest trends in radio programming. **5**
- Q.4 Write short notes on: **5**
- a) FM in India
 - b) Community radio
- 2½×2**
- Q.5 Discuss in brief about Prasar Bharti Broadcasting Corporation of India. **5**
- Q.6 Write in brief about organizational structure of AIR. **5**
- Q.7 Discuss the reach, access and impact of radio in India. **5**
- Q.8 Write in brief the broadcasting guidelines of AIR. **5**
- Q.9. Critically analyze an interview or a discussion you have heard recently on radio. How do you think it could have been made more interesting? **5**

PART-B

- Q.10 Discuss the features and functions of radio as a medium of mass communication. **17½**
- Q.11 What are the rules for script writing in radio? How is writing for radio news different than writing for radio drama? **17½**

Q.12 What are the various formats of radio programmes? How is radio documentary different from radio talk? **17½**

End Semester Examination, Dec. 2017

BA-JMC - Fifth Semester TV JOURNALISM (BJ-504)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

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

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

- a) What is blog?
- b) Who wrote "The Line of Fire"?
- c) What do you mean by "Croma"?
- d) What is the full form of "ENPS"?
- e) What is NTSE & PAL?
- f) What do you mean by Beat?
- g) In which year television came in India?
- h) What do you mean by Input Desk?
- i) What is a Sound Bite?
- j) What is DTH?
- k) Write any two characteristics of Television.
- l) Write the full form of LCD and LED.

1x10

PART-A

Q.2 What do you mean by Bureau? What are the responsibilities of a Bureau in television programming? **5**

Q.3 Describe the various types of television programmes and its essentials in brief. **5**

Q.4 Write a note on 'vocabulary of television'. **5**

Q.5 What points, one should keep in mind, while scripting a television programme. **5**

Q.6 Explain the importance of television in contemporary times in brief. **5**

Q.7 What is the role of a 'programme producer' and how coordination helps in making a program successful? **5**

Q.8 What are the current trends of television programme production? **5**

PART-B

Q.9 Throw a light on the organizational structure of Door Darshan. Differentiate between the working of Door Darshan a private channel. **17½**

Q.10 Is Media advocacy trying to influence public opinion and judicial trials? Justify your answer with suitable examples. **17½**

Q.11 Write a descriptive note on 'Television Ethics'. Are television ethics relevant in contemporary television programming style? Justify your answer with suitable examples. **17½**

End Semester Examination, Dec. 2017
BAJMC – First Semester
INDIAN GOVERNMENT AND POLITICS (BAJ-1.1)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

Note: **Q.1 is compulsory.** Attempt any **TWO** questions from **Part-A** and any **TWO** questions from **Part-B**. Each question carries equal marks.

- Q.1 Answer the following in brief:
- a) Write any two Fundamental Duties mentioned in the Indian Constitution. **2**
 - b) Name two regional parties of India. **2**
 - c) What is the eligibility criterion for being the Chief Justice of India? **2**
 - d) What do you mean by Lokpal and Lokayuktas? **3**
 - e) Write any three features of the Indian Constitution. **3**
 - f) Write down the full forms of CBI, NHRC and EVM. **3**
 - g) What do you mean by Opinion and Exit polls? **5**

PART-A

- Q.2 Briefly explain the Fundamental Rights of Indian citizens. **20**
- Q.3 Elaborate the jurisdiction and powers of Supreme Court of India. **20**
- Q.4 "The mission of CBI is to protect the law of the land" Justify the given statement. **20**

PART-B

- Q.5 Throw light on the Electoral Reforms in India. **20**
- Q.6 What is the role of mass media in the Indian political scenario? Explain with relevant examples. **20**
- Q.7 "The role of CAG is to uphold the constitution of India and the laws of Parliament in the field of financial administration." Explain. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester

MEDIA ISSUES AND DEBATES (BAJ-1.2)

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 five**) questions from the following:

- a) How would you define 'grass root media'?
- b) Does media has any impact on society?
- c) What is the meaning of 'mass media'?
- d) What is the impact of media on rural society?
- e) What is 'traditional' media?
- f) What are the elements of mainstream media?
- g) How would you explain 'rural-urban' divide?

4x5

PART-A

- Q.2 Should the media be accountable/answerable? **20**
- Q.3 What is the meaning of 'paid news'? Would you justify its use? **20**
- Q.4 What are human rights? What role does media play in implementing human rights? **20**

PART-B

- Q.5 What is 'Yellow Journalism'? What measures as a Journalist, would you take to condemn it? **20**
- Q.6 What are media trials? Discuss with examples. **20**
- Q.7 Discuss the landmark judgment on Triple Talaq or Right to Privacy. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester INTRODUCTION TO COMMUNICATION AND MEDIA (BAJ-1.3)

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 Attempt (**any ten**) of the following:

- a) What do you mean by decoding?
- b) _____ and _____ are the two modes of sender in communication process.
- c) In communication _____ is essential between two parties.
- d) While replying, receiver becomes _____ and sender becomes _____ in the communication process.
- e) The observance of the result by the sender is called _____.
- f) During feedback the direction of communication process is _____.
- g) What is two way communications?
- h) Vertical communication is both _____ and _____.
- i) What is a notice?
- j) In _____ communication there are many senders and one receiver.
- k) Verbal communication involves the use of _____.
- l) Meeting is headed by _____.
- m) Who invented the first printing press?
- n) Name two newspapers started by Raja Ram Mohan Roy. **2×10**

PART-A

- Q.2 Write a short note on Media and Democracy. **10**
- Q.3 Define ethics and write a descriptive note on the ethics of Media. **10**
- Q.4 What was SITE and its contribution in rural development? **10**
- Q.5 What are the responsibilities of journalists? Explain with the help of examples. **10**
- Q.6 The press is considered as an unofficial fourth estate/branch of Government. Express your views in regard to this statement. **10**
- Q.7 What are opinion leaders? Comment on the role of opinion leaders in our country. **10**

PART-B

- Q.8 Discuss in detail the elements of communication and explain it with the help of a diagram. **20**
- Q.9 Explain in detail the following:
- a) Haptics.
 - b) Kinesics.
 - c) Proxemics.
 - d) Oculesics. **20**

Q.10 What are the different forms of communication? Explain in detail.

20

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – First Semester
IT FOR MEDIA (BAJ-1.4)

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 two**) of the following:

- a) Explain the purpose of using layer palette and its functions in Photoshop.
- b) Define a Pixel. Differentiate between RGB and CMYK color modes.
- c) Explain Metropolitan and Wide area network.

5x2

PART-A

Q.2 What is a computer? Explain its characteristics.

10

Q.3 What is Data Communication? Explain the five components of Data Communication System.

10

Q.4 a) What types of fill properties are available in coral draw? Explain it with the help of examples.

5

b) Design a layout for a bi-fold brochure.

5

PART-B

Q.5 Briefly explain the following types of computers:

- a) Personal Computer.
- b) Workstation Computer.
- c) Main Frame Computer.

10

Q.6 What is Multimedia? Explain the components of Multimedia with the help of appropriate examples.

10

Q.7 Define Internet. What are the advantages and disadvantages of Internet?

10

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester
FILM STUDIES (BAJ-1.5)

Time: 3 hrs

Max Marks: **100**

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.

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

- a) Define genres.
- b) What is a stock situation?
- c) What is a descriptive approach to studying?
- d) What are icons and iconography?
- e) What are props in a film scene?
- f) Name the heroine of Mother India.
- g) Who was Dada SahebPhalke?
- h) Genres can be identified by a) _____ and b) _____.
- i) Arnold Schwarzenegger is associated with _____ films.
- j) A creaking door sound is associated with _____ films.

State whether the following statements are TRUE / FALSE:

- k) Settings are the elements that are typical, distinctive and recognizable for a given genre.
- l) Specific costumes can be associated with specific genres.
- m) Theme of the fear of technology is central to Science Fiction films.
- n) Rishi Kapoor usually did romantic films in 1980s.
- o) Shakespeare has been adapted in many Hindi films. **2x10**

PART-A

Q.2 Write a critical film review of the following films:

- a) Jab we met. **10**
- b) Cocktail.
- c) Tanu weds Manu. **10**

Q.3 Identify the stages of production and explain them with relevant examples. **10**

Q.4 Explain Mis-en-scene and script break down. **10**

Q.5 Enumerate upon various stages of post-production. **10**

Q.6 How would you promote and sell your film? Explain the process. **10**

Q.7 Write a short note on the concept and definition of screenplay. **10**

Q.8 How will you develop the plot of:

- a) Film on environment.
- b) Saas-bahu serial.
- c) Sitaswayamwar. **10**

Q.9 Classify various elements of story-telling according to different genres. **10**

PART-B

- Q.10 Props, costumes and locations are an important part of story-telling technique in films. Discuss how Aashutosh Gowarikar has utilized them? **15**
- Q.11 'The film business is cyclical and seasonal in nature' – Explain why are all the big budget releases clustered around festival and holiday time? **15**
- Q.12 'Special effects is an art'. It is also a technique and practice of assembling abstract and unrelated shots into a sensible sequence. Discuss the job of an editor in this context. **15**

End Semester Examination, Dec. 2017
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: **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 in brief:
- a) Write down any two Fundamental Duties of an Indian citizen. **2**
 - b) Name any two regional parties of India. **2**
 - c) Define EVM. **2**
 - d) Write down the full forms of these political parties:
 - i) BSP
 - ii) RJD
 - iii) NCP **3**
 - e) What do you mean by Lokpal? **3**
 - f) Write down any three features of the Indian Constitution? **3**
 - g) What do you mean by Opinion and Exit Polls? **5**

PART-A

- Q.2 Briefly explain the Fundamental Rights guaranteed by the Indian Constitution. **20**
- Q.3 What are the powers and functions of the President of India? **20**
- Q.4 "Comptroller and Auditor General of India is the guardian of the public purse and control the entire financial system of the country." Elaborate. **20**

PART-B

- Q.5 Write a detailed note on the Electoral Reforms in India. **20**
- Q.6 What is RAW? Throw light on the working of RAW in India. **20**
- Q.7 "There should be reservation of seats for women in Parliament". Give your views either for or against the statement. **20**

End Semester Examination, Dec. 2017
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: Attempt any **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **Part-A** and any **TWO** questions from **Part-B**. Each question carries equal marks.

Q.1 Attempt (**any four**) of the following:

- a) What do you mean by Female Foeticide?
- b) What is Globalization?
- c) Discuss the scope of Economics and its relation with other Social Sciences.
- d) Write a short note on Indian Renaissance.
- e) Discuss communalism and its effect on society.
- f) What is Modernization and its effect on family values and traditions?
- g) State the difference between FDI and FII.

2x10

PART-A

Q.2 Write short note on Poverty and Unemployment in India.

20

Q.3 What is Caste System and Casteism? Discuss in detail.

20

Q.4 Write short note on Indian Art.

20

PART-B

Q.5 Write a note on major religions in India.

20

Q.6 What is Women Empowerment? Discuss the various schemes by Government of India for empowering women.

20

Q.7 Explain the following in detail:

- a) State of Agriculture in India.
- b) Farmers Suicide.

20

End Semester Examination, Dec. 2017
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 Attempt (**any ten**) of the following:

- a) Write two advantages of e-newspaper.
- b) Write full form of PCI.
- c) Write full form of INS.
- d) Differentiate between by-line and print-line.
- e) Who is the father of Indian Journalism?
- f) Name the two newspapers started by Raja Ram Mohan Roy.
- g) What is 'Context' in communication?
- h) Define 'media accountability'.
- i) When was facebook launched and by whom?
- j) Difference between a tabloid and a broadsheet.
- k) Define Oculesics.
- l) What are the qualities of a news reporter?
- m) What is multimedia?
- n) What is haptics and where it is used?

2×10

PART-A

- Q.2 What are the different types of non-verbal communication? Explain them in detail. **10**
- Q.3 Explain the process of communication. **10**
- Q.4 What are the changes brought in the field of journalism due to the advancement in technology? Explain. **10**
- Q.5 What is the role of news agencies in contemporary times? Explain. **10**
- Q.6 What is TAM? What are the functions of TAM? Explain. **10**
- Q.7 What are the functions of Mass Communication? **10**

PART-B

- Q.8 It is the time to reassess the issue of fairness in TV Audience Metrics (TAM) and the need for a mechanism to ensure it. Express your views in favour or against the given statement. **20**
- Q.9 What is socialization? What is the relationship between communication and socialization? **20**
- Q.10 In new media posing a serious challenge to traditional media? Discuss with the help of relevant examples. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester

BASIC LANGUAGE SKILLS (BAJM-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 Draw a line under the action verb in each sentence below:

- a) The airplane soared through the clouds.
- b) The eagle built a nest in the top branches of the tree.
- c) Mia counted her baseball cards.
- d) The hungry puppy gobbled up the food.
- e) Mike and I dipped our pretzels in cheese.
- f) Meeta ran to the store room.
- g) The player had to run to catch the ball.
- h) The base-ball player threw the ball very far.
- i) I went to school in the morning.
- j) David had to run to the class as he was late.

10

PART-A

Q.2 a) Write an informal letter to your friend Alice, expressing your desire to go for camping for a couple of weeks. **10**

b) You are Andy, residing in Washington. Write a letter (120-150 words) to Peter telling him about your new pet. **10**

Q.3 a) Prepare a CV, as if you are applying for the job of a photographer. **10**

b) Write a letter to your father telling him about the prize you have won in the inter-college dance competition during the cultural meet. **10**

Q.4 Write an article on any one topic given below (in 200-250 words) sharing your experience on:

a) How you went as a volunteer in a school with disabled children. **10**

b) How you got a list of elderly people in your area and visited them and helped them. **10**

10

PART-B

Q.5 Write short notes on **(any four)**:

a) Letter to editor and its importance.

b) GST and its impact.

c) Press release.

d) Women in advertisements.

e) 7 C's of communication.

f) What makes a good human being?

5x4

Q.6 a) Write a book review on the latest book that you have read. **10**

b) Write an opinion article on the new government policies. **10**

Q.7 Write an essay on **(any two)**:

a) Social media and its effect on young people.

- b) Globalization and its effect on economy.
- c) How happy relationships affect a person?

10x2

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Second Semester
INTERNATIONAL RELATIONS (BAJM-201)

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**. Marks are indicated against each question.

- Q.1 Answer in brief:
- a) Write full form of ASEAN and BRICS. **2**
 - b) What do you mean by League of Nations? **2**
 - c) What do you mean by Trench War? **2**
 - d) Name any three News Agencies. **3**
 - e) What is the primary function of OIC? **3**
 - f) What do you mean by Non Aligned Movement? **3**
 - g) Write a note on Panchsheel. **5**

PART-A

- Q.2 Write a detailed note on World War II. **20**
- Q.3 Elaborate the functioning, working and composition of United Nations. **20**
- Q.4 Write a detailed note on relations between India and Russia. **20**

PART-B

- Q.5 "Terrorism in World is a threat to development" Explain. **20**
- Q.6 Throw light on the aftermaths of World War I. **20**
- Q.7 Explain how social media has become an effective tool for political campaigning. **20**

End Semester Examination, Dec. 2017

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**. Marks are indicated against each.

- Q.1 Attempt (**any ten**) questions from the following:
- What is push messaging?
 - Who is the current CEO of Microsoft?
 - Name any two input devices.
 - Name any two audio editing software.
 - Who is the founder of Google?
 - What is the PPC?
 - Which number system is understood by computer?
 - What is RAM?
 - Name any two output devices used for display?
 - Name any two internet service providers.
 - FTP stands for _____.
 - Which kind of ink is used for non-impact printers?
 - LED stands for _____.

2×10

PART-A

- Q.2 Write short notes about:
- Windows operating system.
 - Memory unit.
- Q.3 What do you understand by router and server? Explain them, in detail.
- Q.4 What is the difference between mobile application and software? Elaborate with examples.
- Q.5 Explain the basic elements of computer communication system.
- Q.6 What is web promotion? Explain various types and medium which are used for it.
- Q.7 Explain the following in detail:
- Corel Draw.
 - LAN.
- Q.8 What do you mean by multimedia applications? Explain various types and their use.
- Q.9 What do you understand by characteristics of computer? Elaborate them.

PART-B

- Q.10 How does computing evolve from abacus to modern super computers? Explain various stages and generations.
- Q.11 "Now a day, the print is facing a big challenge from web and its popularity is declining." Do you agree with the statement? Support your answer with suitable examples.

Q.12 How internet is changing the present scenario of journalism? Discuss the various advance technologies and their need in the broadcast media. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Second Semester
FILM STUDIES (BAJM-203)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

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

- Q.1 Attempt (**any ten**) of the following:
- a) In which year studio culture started?
 - b) What do you mean by slug line?
 - c) Write any two movies directed by Anurag Bose.
 - d) Who was the director of 'Mughal-e-azam'?
 - e) Who started Prabhat Film Company?
 - f) Name the first talkie feature film of India.
 - g) What do you understand by Visual effects?
 - h) Name any two movies directed by Yash Chopra.
 - i) The debut film of Anushka Sharma was _____.
 - j) Name the film company started by Raj Kapoor.
 - k) Name the first film company of India.
 - l) Apur Sansar was released in the year _____.
- 2×10**

PART-A

- Q.2 What do you mean by Genre? Explain with examples. **8**
- Q.3 Write a short note on multiplex system. **8**
- Q.4 Write a review of any movie of sixties. **8**
- Q.5 Write a brief history of Indian Cinema. **8**
- Q.6 Discuss the impact of globalization on Indian Cinema. **8**
- Q.7 Write short notes on the following:
- a) Silent Era.
 - b) Golden Era.
- 8**
- Q.8 Explain the following in detail:
- a) Recce.
 - b) Editing.
- 8**
- Q.9 Explain the use of animation in cinema in detail. **8**

PART-B

- Q.10 Write a detailed note on pre-production and post-production. **20**
- Q.11 What do you mean by a Plot? Discuss in detail how a plot is developed? **20**
- Q.12 Write a detailed note on the following iconic film directors of India:

- a) Satyajit Ray.
- b) Raj Kapoor.

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Second Semester
PRESS LAWS AND HISTORY OF JOURNALISM (BAJM-204)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

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

- Q.1 Attempt (**any ten**) of the following:
- a) What is the difference between Ethics and Law?
 - b) Name any two International News Agencies.
 - c) Wikileaks was founded by _____.
 - d) Who is the I&B Minister of India?
 - e) Who was the Editor of *Young India* newspaper?
 - f) Write any two newspapers associated with Raja Ram Mohan Roy.
 - g) Who is the Chairman of Prasar Bharti?
 - h) ABC stands for _____.
 - i) Who is the owner of BCCL?
 - j) DAVP is _____.
 - k) Who is Chandan Mitra?
 - l) What is Slander?
 - m) Radio came to India in _____.
- 2×10**

PART-A

- Q.2 Discuss the recommendations of first Press Commission. **8**
- Q.3 Write a short note on Defamation. **8**
- Q.4 Write short notes on:
- a) Verghese Committee.
 - b) Official Secret Act. **8**
- Q.5 Discuss the role of Press in Freedom struggle of India. **8**
- Q.6 Write in brief about Press Council of India. What are its role and functions? **8**
- Q.7 Discuss the significance of Freedom of Speech and Expression in relation to media. **8**
- Q.8 Write in brief the history of Print in India. **8**
- Q.9 Write short notes on:
- a) UNI.
 - b) Right to Information Act, 2005. **8**

PART-B

- Q.10 Write down the Journalistic Ethics and Social responsibility of a Journalist. **20**
- Q.11 Write a short note on History of Radio Journalism in India. **20**
- Q.12 Discuss the role of Social Media in Journalism with reference to Citizen Journalism. **20**

End Semester Examination, Dec. 2017

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 is news?
- b) Differentiate between *hard news* and *soft news*.
- c) What do PTI and UNI stand for?
- d) Define the word 'desk' in a publishing house.
- e) What is the job of a sub-editor?
- f) What is a 'broadsheet'?
- g) Why is it essential to have 'shifts' in a newspaper organization?
- h) What is a masthead? Explain with an example.

2x5

PART-A

- Q.2 What is an 'inverted' pyramid and how it is used while writing a story? **10**
- Q.3 What are the responsibilities of a Reporter? **10**
- Q.4 What is a beat? Describe, in detail, three different kinds of beats a Reporter may be assigned. **10**
- Q.5 How would you define editing? Explain three important elements of editing. **10**
- Q.6 What is breaking news? As an Editor of a newspaper, how would you handle breaking news? **10**
- Q.7 Do pictures/photos tell a story? What are the basic elements of a good picture? **10**
- Q.8 What is layout and what is the basic layout a newspaper follows? What are the elements you would use to enhance the layout of your newspaper? **10**
- Q.9 What are the duties of a sub-editor? What is *spot reporting*? **10**

PART-B

- Q.10 Write an article on the International media conference which was organized by FMeH on 4th March, 2017. Describe, in detail focusing on the topic, the personalities who were part of the conclave and your participation in the conference. Your article should not be less than 250 words. **20**
- Q.11 Write a comprehensive report on any outdoor/outbound visit which you may have gone from your department. Write a report either on your visit to the Surajkund mela, or visit to IBN 7 or to the International Science Film Festival. Your article should describe your experience in not less than 250 words. **20**

Q.12 Write an article on any political news e.g. the Uttar Pradesh elections or any other hard news which has been making headlines in the last two months. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Second Semester
ENVIRONMENTAL SCIENCE (BAJM-301)

Time: 3 hrs

Max Marks: **100**

No. of pages: **1**

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

- Q.1 Attempt (**any four**) questions from the following:
- a) What is Hydrogen cycle? Explain with diagram.
 - b) What do you mean by food chain? How it helps in the growth of ecosystem?
 - c) What are biological weapons? How they can be dangerous for the ecosystem?
 - d) What is soil pollution? Elaborate it, in detail.
 - e) What is deforestation?
 - f) What is migration? How it affects the ecological balance? **5x4**

PART-A

- Q.2 What is rain water harvesting? How it helps in water conservation? **10**
- Q.3 What are the energy resources? Elaborate it in detail. **10**
- Q.4 What is photo synthesis? How it helps in food production? **10**
- Q.5 What do you understand by producer, consumer and decomposer? What are their roles in climate protection? **10**
- Q.6 'Industrial development is a major cause of global warming.' Do you agree? With it? Elaborate it with suitable examples. **10**
- Q.7 What is waste management? How it can be helpful in sustainable development? **10**

PART-B

- Q.8 How do the developmental activities are affecting the biodiversity of a region? Explain it with suitable examples? **20**
- Q.9 Do you agree with the recent ban on fire crackers and diesel vehicles? What are the other major steps that can be taken to curb the pollution? **20**
- Q.10 What are the natural resources? What is consumption and conservation of them? How they can be protected? **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Third Semester **COMMUNICATION THEORY (BAJM-302)**

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**. Each questions carry equal marks.

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

- y) Process of communication.
- z) Noise.
- aa) Kinesics.
- bb) Advantages of group communication.
- cc) Play theory.
- dd) Free press theory.
- ee) Convergence model.
- ff) Schramm's model.
- gg) Selective perception.
- hh) Authoritarian theory.
- ii) New comb's model.
- jj) Interpersonal communication.

2x10

PART-A

Q.2 What are the essential functions of communication? Explain with examples. **10**

Q.3 What is verbal and non-verbal communication? What is their importance in our daily life? **10**

Q.4 How is mass communication different from group communication? **10**

Q.5 Multistep Theory is extended version of Two Step Theory. Explain. **10**

Q.6 What are the essential qualities required to be a good communicator? **10**

Q.7 Examine the importance of mass communication in a developing country like India. **10**

PART-B

Q.8 Explain the scope and purpose of communication models. Discuss briefly Lasswell's model of communication. **20**

Q.9 How can psychology of an individual act as a barrier in communication? Explain. **20**

Q.10 What is Agenda Setting Theory? Is it applicable to Indian media? Justify answer with suitable examples. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Third Semester
ADVERTISING (BAJM-303)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

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

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

- a) What is surrogate advertising?
- b) What is PLC?
- c) What is Call of Action?
- d) What do you mean by AIDCA?
- e) What do you mean by USP?
- f) What is Target Audience?
- g) Define Public Opinion.
- h) Write any two advantages of sales promotion.
- i) Write any two advantages of TV advertising.
- j) Who is regarded as the Father of Advertising?
- k) Define motivation in advertising.
- l) Define Propaganda.
- m) Define Advertising.

2x10

PART-A

Q.2 Define 'appeal'. How various appeals and USP's play an important role in product purchase? Explain with suitable examples. **8**

Q.3 Suppose, you are going to launch a product in Delhi-NCR. Do the market segmentation of the area on various demographics. **8**

Q.4 Write short notes on AAAI and ASCI. **8**

Q.5 Do you think advertising world adhered by ethics? Justify your answer with suitable examples. **8**

Q.6 Discuss various tools and techniques of sales promotion in detail. **8**

Q.7 How sales promotion techniques and public opinion help in increasing sales? **8**

Q.8 Describe the various types and economical aspects of advertising in detail. **8**

PART-B

Q.9 What do you mean by copy writing? How to write an advertising copy for print industry? **20**

Q.10 Discuss advertising skill writing and develop a 30 second TV commercial. **20**

Q.11 Explain DAGMAR and AIDCA in detail. Discuss various budgeting techniques of advertising in detail. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Third Semester
PHOTO JOURNALISM (BAJM-304)

Time: 3 hrs

Max Marks: **100**

No. of pages: *1*

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

Q.1 Attempt (**any ten**) questions from the following:

- a) What is CCD?
- b) What is Monopod?
- c) What is Dolly?
- d) When was first photograph taken?
- e) What is the intensity of day light?
- f) What is exposure?
- g) What is the intensity of key light?
- h) TLR stands for _____?
- i) What is ND filter?
- j) What is F number?
- k) CMYK stands for _____
- l) What is the range of focal length of prime telephoto lens?
- m) What is fine art photography?
- n) What is panning?

2x10

PART-A

- Q.2 What do you understand by angle of view? Elaborate it in the context of depth of focus? **10**
- Q.3 What are the different light properties? What is their role in photography? **10**
- Q.4 What are the different camera component? Explain them in detail. **10**
- Q.5 What do you mean by photo shot? Explain its various types. **10**
- Q.6 Which types of lens are used in sports photography? Elaborate it with specifications. **10**
- Q.7 What is aesthetics in photography? How it helps in making the frame? **10**

PART-B

- Q.10 What are the various kinds of lenses used in photoshoot? How they help to cover a perfect photograph? Describe them in the context of their focal length. **20**
- Q.11 How a SLR camera works? What are the some lighting principles of image formation used in it? Elaborate it with diagram. Explain the role of camera film. **20**
- Q.12 What are the various principles of photo composition? How they help a photo journalist to capture the perfect shot for the story? **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Third Semester
PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS
(BAJM-305)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

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

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

- a) Write the full form of PRSI.
- b) Explain Propaganda
- c) Define Third-Party Endorsement.
- d) What is a Corporate Image?
- e) Who were called as Robber Barons?
- f) Write the full form of IPRA.
- g) Who is the father of modern Public Relations?
- h) Who were known as Muckrakers?
- i) What is Press Agency?

Fill in the blanks with suitable answers:

- j) The placing of information into news is called _____.
- k) To garner support and endorsement for a person, product, institution or idea is called _____.
- l) What is Below the Line Spin?
- m) _____ involves planning activities or staging events - sometimes just stunts- to attract attention to a person, institution, idea or product.

State whether following statements are TRUE or FALSE:

- n) Public Affairs is building relationship with the government and the regulatory bodies?
- o) PRSA is an association of Advertising Professionals. **2×10**

PART-A

- Q.2 PR and Media share a symbiotic relationship with each other. Discuss in the context of interdependence of Media and PR. **8**
- Q.3 A house journal is an important means of communication used by companies/ organizations to reach out to its various publics. Give your answer by explaining various stages in planning a house journal. **8**
- Q.4 Discuss the relevance of ethics in PR with relevant examples. **8**
- Q.5 What is corporate culture and what are the factors that go into the making of a corporate culture? Substantiate your answer with relevant examples. **8**
- Q.6 A press conference is an important means of reaching out to specific media simultaneously. Explain why and when a press conference should be called. **8**
- Q.7 Define Public Relations. Explain how it is different from Propaganda. **8**
- Q.8 Discuss in detail the emerging trends in public relations industry in the country. **8**

Q.9 Discuss the emergence of corporate communications function in India. **8**

PART-B

Q.10 Define Social Marketing and explain its role in the process of behaviour change by citing one such campaign which, in your opinion, has impacted the society at large. **20**

Q.11 Do you agree with the following statement – “A good Press Release is the one that is published”. Justify your views by elaborating on the various factors taken into consideration while writing an effective press release. **20**

Q.12 Define Corporate Social Responsibility (CSR) and discuss one of well-known CSR campaigns undertaken by a company. **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fourth Semester
EVENT MANAGEMENT (BAJM-401)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

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

Q.1 Answer the following questions: **(ANY TEN)**

- a) Define Event?
- b) Write an example of a Corporate Event.
- c) What does ILEA stands for?
- d) Define Sponsor Proposal.
- e) Events are temporary in nature. **TRUE/FALSE**
- f) Define advertising.
- g) Write an example of a cultural event.
- h) Mention any one objective of an event.
- i) Define Trade Fair.
- j) Objectives of an event must be SMART _____, Measurable, _____. Relevant and Timed around the event.
- k) Mention any one feature of an event.
- l) Mention any one quality of an Event Manager.
- m) Who is a Sponsor?
- n) Define event proposal.
- o) Mention any one visual aid used for event promotion. **10×1**

PART-A

- Q.2 What is event management? Discuss the scope of event management industry in today' world. **10**
- Q.3 Explain the various steps involved in the risk management strategy of an event. **10**
- Q.4 What is the role of media in event promotion? **10**
- Q.5 What are the major roles and responsibilities of Event Manager? **10**
- Q.6 Explain the 5 C's of an event? **10**
- Q.7 Why is emergency planning important for any event? Explain. **10**
- Q.8 Prepare an event proposal for a sports event. **10**
- Q.9 Discuss the ISES code of ethics for event management. **10**

PART-B

- Q.10 Event management requires team effort. Briefly discuss the roles and responsibilities of the event team. **20**
- Q.11 Describe various stages of the event planning process. **20**

Q.12 Explain in detail various types and size of events.

20

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fourth Semester
COMMUNICATION RESEARCH (BAJM-402)

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 TEN**):

- a) What is sampling frame?
- b) What is inductive research and deductive research?
- c) What is external validity?
- d) What is universe in sampling process?
- e) What is a dependent variable?
- f) What is convenience sampling?
- g) Who invented questionnaire as research instrument?
- h) What is participatory method?
- i) What is the falsifiability in scientific research?
- j) Explain Likert scales in one line.
- k) What is cluster sampling?
- l) What is randomization in research?
- m) What is a census?
- n) What is creative commons?
- o) What is the full form of APA?

2x10

PART-A

- Q.2 a) Write a short note on 'content analyses'. **10**
b) What is qualitative research method? **10**
- Q.3 a) Explain Applied Research in brief. **10**
b) What are experimental studies? Describe true experimental designs and quasi-experimental designs. **10**
- Q.4 a) Explain in detail the survey method and its types. **10**
b) Briefly explain the typical stage in research. **10**

PART-B

- Q.5 a) Differentiate between Basic and Applied Research. **10**
b) Define hypothesis and state the purpose of the hypothesis in a research study. **10**
- Q.6 a) What is sampling technique in research? What are the different types of sampling techniques? What is sampling bias? **10**
b) What is audience analysis? Explain its importance and the process of conducting audience analysis by giving suitable examples. **10**
- Q.7 What is Review of Literature (ROL)? Explain in detail the importance of ROL. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fourth Semester DEVELOPMENT COMMUNICATION (BAJM-403)

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 carry equal marks.

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

- a) Define Development Communication.
- b) Define the process of development communication.
- c) Name the two scholars who proposed the Dominant perspective in 1950-1970.
- d) What is development support communication?
- e) Who are Everhold Hosein and Elil Renganathan?
- f) Define 'ICT4D'.
- g) Give full form of 'ACADA'.
- h) What is active participation?
- i) Name two forms of traditional media?
- j) Do you agree- 'ROTI, KAPDA, MAKAN = development communication'?
- k) Pitamber Pant's development model of India was based on
- l) What is the purpose of development communication?
- m) What are strengths and weaknesses of Free Press theory?
- n) Write two examples of Diffusion of innovation.
- o) Identify two minimum needs and priority areas. **2x10**

PART-A

- Q.2 a) Identify and discuss two socio-economic indicators of development. **10**
b) Evaluate Development communication in India. **10**
- Q.3 a) Enumerate three generalized characteristics of developing countries. **10**
b) Discuss with examples the participatory model of development communication. **10**
- Q.4 a) Explain three elements of development communication approach. **10**
b) Write a short critique on alternative perspective of development communication. **10**

PART-B

- Q.5 a) Enumerate impact of ICT4D on development process in the Jungles of Amazon. **10**
b) What is Allocative inefficiency in developing society? **10**
- Q.6 a) Discuss the role of mobile phones in development of Rural India. **10**
b) Explain strategic components of development communication. **10**
- Q.7 You have made a dev. communication film. What is your learning from this process? **20**

End Semester Examination, Dec. 2017
BJMC – Fourth Semester
NEWSPAPER AND MAGAZINE JOURNALISM (BAJM-404)

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.

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

- a) What is Print Line?
- b) What is RGB?
- c) What is Mast head?
- d) Who is a Cub?
- e) Who is the owner of 'The Hindustan Times'?
- f) Name any two fashion magazines of India?
- g) Who was Gauri Lankesh?
- h) What is the name of largest selling magazine of India?
- i) What is the full form of NDTV?
- j) Who is the editor of "The Times of India"?
- k) What do you mean by layout?
- l) Name any two print media related softwares.
- m) What do you mean by exclusive news?

1x10

PART-A

- Q.2 Write a note on "Future of Print media in India". **5**
- Q.3 Throw a light on the various types of magazines in India. **5**
- Q.4 What points on should keep in mind while writing a coloumn? **5**
- Q.5 What is a bureau? What are the responsibilities of a bureau chief? **5**
- Q.6 Discuss how placement and elements of news hold the most important place in newspaper formation? **5**
- Q.7 Discuss recent trends of newspaper industry in India with suitable examples. **5**
- Q.8 Discuss qualities, role and responsibilities of a reporter in detail. **5**

PART-B

- Q.9 "Print media is considered one of the most reliable sources of information". Explain. **17½**
- Q.10 Draw the organizational structure of a newspaper and explain the working of each and every department of it. **17½**
- Q.11 Write down a feature on any topic of your choice. **17½**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Fourth Semester
TRADITIONAL MEDIA (BAJM-405)

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 Attempt (**any ten**) of the following:

- a) Define culture.
- b) Powada is a folk form of Gujarat. (**True/False**)
- c) Song and Drama Division was formed in the year _____.
- d) Mention a prominent theatre artist of India.
- e) Define Archive.
- f) Mention any one folk dance of North East India.
- g) Madhubani Paintings belong to _____ region.
- h) Write any one characteristic of folk media.
- i) Yakshagana is a folk theatre of _____.
- j) Mention any one folk form of Tamil Nadu.
- k) Mention any one disadvantage of folk media.
- l) Oyilattam is a _____.
- m) Define New Media.
- n) Write the full form of IPTA
- o) Mention any one folk song of Punjab.

2x10

PART-A

- Q.2 a) Write a note on the folk theatre of India. **10**
b) Discuss the nature and scope of folk media in India. **10**
- Q.3 a) Differentiate between Folk Media and New Media. **10**
b) Throw light on the major problems faced by the folk media artists. **10**
- Q.4 a) What is the role of traditional media in Development Communication? **10**
b) Write a note on the popular folk dances of India. **10**

PART-B

- Q.5 a) Explain the role of folk media in promoting tourism in India. **10**
b) Discuss the various advantages and disadvantages of Traditional Media. **10**
- Q.6 a) Briefly discuss the various folk forms of India. **10**
b) What is the relevance of folk media in rural as well as urban India? **10**
- Q.7 Write notes on:
a) Folk art forms of Western India.
b) Folk art forms of North India. **10x2**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Fifth Semester
MEDIA MANAGEMENT (BAJM-501)

Time: 3 hrs

Max Marks: **100**

No. of pages: **1**

Note: **Q.1 is compulsory.** Attempt any **TWO** questions from **Part-A** and any **TWO** questions from **Part-B**. Each question carries equal marks.

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

- a) Define Management.
- b) Write any two examples of Government Media.
- c) Write down the full forms of UNI and ANI.
- d) What is RNI?
- e) SWOT stands for _____.
- f) Mention two advantages of sole proprietorship.
- g) Name two international news agencies.
- h) Define TAM.
- i) What is a Scalar Chain?
- j) Mention two strengths of Radio industry.
- k) Define partnership.
- l) Name any two regional language newspapers of India.
- m) Where is Universal Studios located?

2x10

PART-A

- Q.2 a) Explain the procedure of starting a newspaper. **10**
b) What are the problems faced by small scale newspapers in India? **10**
- Q.3 a) Explain the importance of controlling and planning in a media organization. **10**
b) Discuss the duties of a media manager? **10**
- Q.4 a) What are the legal issues in media business? **10**
b) What are the sources of television and newspaper finance? **10**

PART-B

- Q.5 Do a SWOT analysis of Radio and Print industry in India. **20**
- Q.6 What is Management? Briefly explain the Principles of Media Management. **20**
- Q.7 Explain, in detail, the concept and functions of Management Information System. **20**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) — Fifth Semester
NEW MEDIA (BAJM-502)

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) Attempt (**any five**) of the following:

- i) Write a note on Blog.
- ii) What are the advantages of electronic emails?
- iii) Explain the pros and cons of Social Networking Sites.
- iv) Explain the concept of serif and sans-serif fonts.
- v) What are WEB 2.0 technologies?
- vi) Explain social movement.

3×5

b) **Fill in the blanks:**

- i) A web user who writes a blog _____.
- ii) Facebook was founded by _____.
- iii) _____ is a video sharing website.
- iv) _____ is a Photo sharing website.
- v) Copyright is a part of _____ rights.

5

PART-A

Q.2 What do you mean by writing for web? What are the etiquettes to be followed in writing on social media?
20

Q.3 Write short notes on the following:

- a) Cyber journalism.
- b) Digital journalism.

10×2

Q.4 Discuss the advantages and disadvantages of information flow and control on internet. Are the people of India using digital platforms?
20

PART-B

Q.5 Define New Media. Explain the various characteristics of New Media.

20

Q.6 Nowadays Social Media has become an essential part of life. Medium to spread information and awareness and for some, it acts as a companion. What is your opinion about this? Explain.

20

Q.7 Explain online advertising? Is online advertising effective the mode of communication? To what extent do you agree with the statement?

20

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
MEDIA ETHICS (BAJM-503)

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**. Marks are indicated against each question.

- Q.1 Answer the following:
- a) What do you mean by objectivity? **2**
 - b) What is Ethics? **2**
 - c) What is yellow journalism? **2**
 - d) Write a brief note on sensationalism. **5**
 - e) What do you mean by media trial? **4**
 - f) What is paid news? **3**
 - g) What is plagiarism? **2**

PART-A

- Q.2 Write a detailed note on sting operations citing few examples. 'Sting operations are ethically wrong'. Critically examine the statement. **20**
- Q.3 Discuss PCI guideline of ethics in detail. **20**
- Q.4 'Accuracy and Fairness are the two important pillars of ethics based journalism'. Critically analyze the statement citing examples. **20**

PART-B

- Q.5 Write a detailed note on invasion of privacy giving suitable examples. **20**
- Q.6 Write an article on media and social responsibility. **20**
- Q.7 Discuss the ethical issues related to social media in detail. **20**

End Semester Examination, Dec. 2017

BA-JMC - Fifth Semester

RADIO JOURNALISM (BAJM-504)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

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

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

- a) What is script?
- b) What do you mean by vox-pop?
- c) Who is the Minister of Information and Broadcasting in India?
- d) What is TRAI?
- e) What do you mean by SW?
- f) In which year FM started in India?
- g) What is News Reel?
- h) Name any one radio programmes anchored by Ameer siyani.
- i) What is Lapel?
- j) What do you mean by commercial radio?
- k) Who is the owner of Red FM?
- l) In which year Vividh Bharti started in India?
- m) Who was the first Controller General of Radio in India?

2x10

PART-A

- Q.2 Explain various features and characteristics of radio in detail. **8**
- Q.3 Throw a light on the role of internet radio in contemporary times. **8**
- Q.4 Describe the working of each and every department of a private channel with the help of an organizational chart. **8**
- Q.5 What are the basic rules one should keep in mind while making script for an interview? Write down a five minutes script for a radio commercial. **8**
- Q.6 Throw a light on the uses and types of Mics available in radio industry. **8**
- Q.7 Explain how FM plays an important role in the success of radio industry in India. **8**
- Q.8 Write a note on "sound effects and its uses". **8**

PART-B

- Q.9 How the working of a govt. radio channel is different from a private channel? Discuss the future prospects of radio industry in India. **20**
- Q.10 What are the Do's and Dont's of radio announcing and news reading? **20**
- Q.11 How a community radio helps any under privileged society to put their views forward? Explain with suitable examples. **20**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fifth Semester
TV JOURNALISM (BAJM-505)

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 five**) of the following:

- a) What are ethics in TV journalism? Discuss the various problems faced by journalists.
- b) What are the main roles and functions of Assignment Desk in a TV News channel?
- c) Discuss in brief the various types of Television programmes.
- d) Trace the development and growth of TV broadcasting in India.
- e) What are the differences between news on TV and news on Radio?
- f) Discuss the role and functions of Panel Producer in PCR.

5×4

PART-A

Q.2 What is objective reporting? Discuss the various reporting beats.

20

Q.3 Write down the organizational structure of DD.

20

Q.4 What is PCR? Discuss the structure and roles of various people working in the PCR.

20

PART-B

Q.5 What are the basic rules for writing script in TV? How is writing in TV different from writing in Print? **20**

Q.6 Critically analyze the format and content of two popular TV programmes. What genres do they belong to?
20

Q.7 Explain the following in detail:

- a) Input Desk.
- b) Output Desk.

20

End Semester Examination, Dec. 2017

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) Explain the importance of 'concise writing'?
- b) Who is a correspondent?
- c) Why is a 'source' important to write an article?
- d) How would you define 'Letter-to-the-editor'?
- e) What do you mean by 'paraphrasing'?
- f) How would you define 'social media'?
- g) How much importance do quotes have in an article?

2×5

PART-A

Q.2 Should the Press be guided by any boundaries? What is the meaning of 'Freedom of the press'? Discuss. **10**

Q.3 Write an article on the Swachh Bharat Mission of the Prime Minister. In your article suggest one way in which you could contribute to this mission. **10**

Q.4 How important has 'tweeting' become in our lives? Which leader do you follow on Tweet? **10**

PART-B

Q.5 Write a report of not less than 250 words on 'RESURRECTION' 2017 which took place in your University in October, 2017. **10**

Q.6 Write a report on the freshers' party in not less than 250 words which was organized by your batch for the freshers on October 4th, 2017. **10**

Q.7 Write a report on any news which is making headlines in the newspapers in the last two weeks – around 250 words. **10**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Third Semester
FASHION COMMUNICATION (BAJM-GE-02)

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) Alia Bhatt is the brand ambassador of _____.
- b) Who is the brand ambassador of Lakme?
- c) What is fashion media?
- d) Name any two fashion magazines.
- e) Write any two qualities of a fashion journalist.
- f) Name any two famous fashion photographers.

2×5

PART-A

Q.2 Discuss the fashion psychology of urban youth.

10

Q.3 Discuss the importance of fashion communication in detail.

10

Q.4 Write a short note on fashion styling.

10

PART-B

Q.5 Write a short note on fashion blogs.

10

Q.6 Explain the importance of fashion photographers.

10

Q.7 Write a short note on your favorite fashion icon.

10

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Second Semester
SOCIAL AND CULTURAL HISTORY OF INDIA (BAJM-OE-03)

Time: 3 hrs

Max Marks: **50**

No. of pages: 1

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

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

- a) Arya Samaj.
- b) Development of Painting.
- c) Aligarh School.
- d) Radhaswami Mission.

2x5

PART-A

Q.2 Do political parties have a role in determining social reforms? Explain.

10

Q.3 Write a note on the status of women in India.

10

Q.4 What role do music and dance have on development of a society/nation?

10

PART-B

Q.5 Discuss the social reforms in 19th century in India.

10

Q.11 Explain the rise and features of Ram Krishna Mission.

10

Q.12 Write in brief the impact of freedom movement on Indian Society.

10

End Semester Examination, Dec. 2017

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 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 Write short notes on **(any two)** of the following:

- a) Managing innovation and changes in an organization.
- b) Stress management.
- c) Importance of organizational behavior.

5x2

PART-A

Q.2 Throw a light on various models of Organisational behaviour.

10

Q.3 Explain organizational principals in detail.

10

Q.4 Discuss the various approaches through which one can attain an ideal organizational behavior.

10

PART-B

Q.5 What are the core values and objectives of organizational development?

10

Q.6 What are the techniques of communicating effectively in any organization at various levels?

10

Q.7 How to create a high performance team in any organization? What do you mean by ethical decision making? Discuss in detail.

10

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fourth Semester
HUMAN RESOURCE DEVELOPMENT (BAJM-OE-05)

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 Write short note on (**any two**) of the following:

- a) HRD Matrix
- b) Challenges faced by Human Resource Development professionals.
- c) How Human Resource Manager tries to maintain a balance between various departments of an Organization? **5×2**

PART-A

Q.2 Write a detailed note on importance of Development Human Resource in an organization. **10**

Q.3 How Intellectual Property plays an important role in the growth of an Organization. **10**

Q.4 Write a detailed note on Career management and development. **10**

PART-B

Q.5 Explain the steps involved in developing and evaluating a Human Resource Development Plan. **10**

Q.6 Throw light on the various steps taken by HR Manager to motivate its employees. **10**

Q.7 Explain the role of technology in making Human Resource Development plans more effective. **10**

End Semester Examination, Dec., 2017
BA (Journalism and Mass Communications) – Fourth Semester
SOFT SKILLS AND PERSONALITY DEVELOPMENT (BAJM-OE-07)

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 Write short notes on **(any two)** of the following:

- a) Self-Acceptance and Self-Esteem.
- b) Conflict Management.
- c) Business and Social Etiquettes.

5x2

PART-A

Q.2 Discuss leadership and qualities of a good leader.

10

Q.3 What role does family and society plays in shaping the personality of an individual?

10

Q.4 Write short notes on:

- a) Maslow's Theory of Hierarchy of Needs.
- b) Sigmund Freud Theory of Personality.

2x5

PART-B

Q.5 Discuss the basics of Personality and ways to improve Personality.

10

Q.6 Write in brief about Attitude and the process of Attitude formation.

10

Q.7 Discuss the need of studying Soft Skill and Personality Development for Media Students.

10

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – First Semester
SOCIAL AND CULTURAL HISTORY OF INDIA (BAJ-OE-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) Describe in short the social policy of East India COMPANY.
- b) Write a short note on the Arya Samaj.
- c) What contribution did Brahma samaj have on Society?
- d) What is the Ram Krishna Mission?
- e) Write a short note on the Aligarh School movement.
- f) What was the state of society in the 18th century?
- g) Who are Radhaswamies?

2×5

PART-A

Q.2 Do political parties have a role in determining social reforms? Explain with examples

10

Q.3 What was the role of Christian Missionaries in social life?

10

Q.4 Has the West had an impact on Indian Society? Explain with examples.

10

PART-B

Q.5 What role does music and dance have on the development of a society/nation?

10

Q.6 How would you define 'regional architecture'? Has it been influenced by the Western countries

10

Q.7 Trace the growth of the Indian Press.

10

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – First Semester
ORGANIZATIONAL BEHAVIOR (BAJ-OE-02)

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) Write any two features of Organizational Behavior.
- b) Write any two limitations of Organizational Behavior.
- c) What are the elements of Organizational Behavior?
- d) What is the scope of Organizational Behavior?
- e) What do you mean by leadership qualities?
- f) What do you mean by organizational climate?
- g) Write a short note on "Ethical Decision Making".

2×5

PART-A

Q.2 Throw a light on various models of 'Organizational Behavior'. **10**

Q.3 Write a descriptive note on 'organizational process'. **10**

Q.4 What are the types and models of Group Behavior? **10**

PART-B

Q.5 Explain organizational development and its role in detail. **10**

Q.6 What do you mean by stress? What steps one should take to overcome stress? **10**

Q.7 Why it is necessary for an organization to take innovative steps at regular interval? How management should convey innovative steps taken to its employees? Explain in detail. **10**

End Semester Examination, Dec. 2017
BJMC – Second Semester
PRESS LAWS AND HISTORY OF JOURNALISM (BJ-201)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

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

- Q.1 Attempt (**any ten**) of the following:
- What is an Affidavit?
 - What is Doordarshan?
 - What do you mean by Law?
 - What is SITE?
 - What do you mean by Pressure Groups?
 - Who was Guru Dutt?
 - Define Sedition.
 - What is AIR?
 - What is a Bill?
 - What is the full form of TRAI?
 - What is the capital of Bihar?
 - What is Ujjwala Yojna?
 - Name any two state affiliated parties of India.

1x10

PART-A

- Q.2 Explain Intellectual Property Right Act, in detail. **5**
- Q.3 Write a note on contempt of Court. **5**
- Q.4 How TRP influences content in Television? **5**
- Q.5 Briefly explain the working and powers of TRAI. **5**
- Q.6 Write a detailed note on Right to Information. **5**
- Q.7 Explain the working of Press Council of India. **5**
- Q.8 Elaborate how radio is instrumental in bringing positive changes in society? **5**
- Q.9 Explain:
a) ILNA b) RNI c) ABC. **5**

PART-B

- Q.10 Throw light on the role of Newspapers in development of India. **17½**
- Q.11 Write a detailed note on the Official Secret Act. **17½**
- Q.12 Discuss the relevance of Defamation Act in media. **17½**

End Semester Examination, Dec. 2017

BJMC – Second Semester IT FOR MEDIA (BJ-203)

Time: 3 hrs

Max Marks: 70

No. of pages: 1

Note: Attempt any **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 Attempt (**any ten**) questions from the following:

- a) Who is the current CEO of Microsoft?
- b) What is ROM?
- c) HTTP Stands for _____
- d) LCD stands for _____
- e) Name any two output devices.
- f) Name any two audio editing software.
- g) Who is the founder of Alibaba?
- h) What do you mean by ISP?
- i) What do you understand by server?
- j) What is push message?
- k) What is video-blog?
- l) What is SEO?

1x10

PART-A

Q.2 Write short notes on:

- a) Storage units.
- b) Multimedia applications.

5

Q.3 What do you understand by computer generations? Explain them in detail.

5

Q.4 What is the difference between mobile application and software? Elaborate with examples.

5

Q.5 What are the basic elements of computer communication system? How does this system work?

5

Q.6 What is web promotion? Explain various resources which are used for it.

5

Q.7 Explain these in detail:

- a) Bus topology.
- b) Visual design.

5

Q.8 What do you mean by copy creation? How is the writing for web different from electronic media?

5

Q.9 What do you understand by characteristics of computer? Elaborate them.

5

PART-B

Q.10 Modern supercomputing is affecting the human resources. Do you agree with the statement? Elaborate your answer with support of suitable examples.

17½x2

Q.11 Do you think that the web based media and other resources will be the new player of media industry? Support your answer with suitable examples.

17½x2

Q.12 How social media is changing the present scenario of journalism while fake news is real concern? Discuss the various advance technologies and their need in the broadcast media.

17½x2

End Semester Examination, Dec. 2017

BJMC – Second Semester

REPORTING AND EDITING (BJ-204)

Time: 3 hrs

Max Marks: **50**

No. of pages: 1

Note: Attempt any **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 (**any ten**) of the following:
- What is gutter?
 - What do you mean by fourth estate?
 - What is dateline?
 - What is scoop?
 - What is tabloid?
 - PTI stands for _____.
 - Name the first hindi newspaper in India?
 - What is AFP?
 - What are the '5 Ws' and 1 H'?
 - What is caption?
 - What do you mean by follow-ups?
 - What is filler?

1x10

PART-A

- Q.2 Discuss the hierarchy of a desk office in a newspaper organization. **4**
- Q.3 What is the role of a copy editor? **4**
- Q.4 What are the qualities of a sub editor? **4**
- Q.5 Write a short note on 'inverted pyramid'. **4**
- Q.6 Write an article on any relevant issue. **4**
- Q.7 Write a short note on 'news ideas and angels' with examples. **4**
- Q.8 Write a note on 'the specialty of a newspaper' which you read regularly. **4**
- Q.9 What are the challenges of a reporter? Discuss in detail. **4**

PART-B

- Q.10 'Sub-editor is considered as the Gatekeeper of a newspaper organisation'. Explain. **10**
- Q.11 What is news value? Discuss the news values with examples. **10**
- Q.12 'Print Media in western world is losing its readership but in India, it is increasing.' Do you agree with it? Discuss the statement with appropriate examples. **10**

End Semester Examination, Dec. 2017

BJMC – Third Semester

COMMUNICATION THEORY (BJ-301)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

Note: Attempt any **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 Attempt (**any ten**) of the following:
- a) Define intrapersonal communication.
 - b) What do you mean by feedback?
 - c) What do you mean by encoding?
 - d) Name any two traditional forms of communication.
 - e) Write any two functions of mass communication.
 - f) What do you understand by mass media?
 - g) SMCR stands for_____.
 - h) What is selective retention?
 - i) Name any two barriers of communication.
 - j) Physiological noise means_____.
 - k) Who said 'Man is a social animal'?
 - l) Who is regarded as a pioneer of Indian Journalism? **1x10**

PART-A

- Q.2 Write a short note on two step flow theory of communication. **5**
- Q.3 Discuss in detail the process of communication. **5**
- Q.4 Differentiate between model and theory. **5**
- Q.5 Write a short note on the seven C's of communication. **5**
- Q.6 What are the two distinct stages through which information moves in two steps flow theory? **5**
- Q.7 Write a short note on non-verbal communication. **5**
- Q.8 Write a brief note on censorship. **5**
- Q.9 Write a short note on Agenda setting theory. **5**

PART-B

- Q.10 Write a descriptive note on convergence and Gerbner's model. **17½**
- Q.11 Differentiate between group communication and mass communication citing suitable examples. **17½**
- Q.12 'Communication is much easier than ever before' Justify the statement with suitable examples. **17½**

End Semester Examination, Dec. 2017
BJMC – Third Semester
ADVERTISING AND PUBLIC RELATIONS (BJ-302)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

Note: Attempt any **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 Attempt (**any ten**) of the following:

- a) What are the four P's of marketing mix?
- b) What do you mean by a press release?
- c) Name any two Advertising Agencies of India.
- d) Name the person who started the first Newspaper of India?
- e) "Believe in the Best" is the Punch line of which company?
- f) Who is known as the Father of Public Relations?
- g) What is the role of a visualiser in advertising agency?
- h) What is media brief?
- i) When the first print advertisement published in India?
- j) What do you mean by direct mail?
- k) Which advertising agency created famous Zoo-Zoo advertisements?
- l) What is the punchline of Dominos?
- m) DAVP stands for _____.

1x10

PART-A

- Q.2 "Advertising has become an essential marketing activity in the modern era of globalization". Explain. **5**
- Q.3 What is the role of PR in a Public Service Company? Elaborate it in detail. **5**
- Q.4 Who are the active participants in advertising? **5**
- Q.5 What are the advantage and disadvantages of internet advertising? **5**
- Q.6 Explain the ethical aspects of advertising. **5**
- Q.7 Briefly discuss the role of Public Relations in private sector. **5**
- Q.8 Write a short note on the code of Public Relations Society of India (PRSI). **5**
- Q.9 Write a brief note on different PR tools. **5**

PART-B

- Q.10 Discuss in detail the historical growth and development of Public Relations in India. **17½**
- Q.11 'Objectification of women in advertisements is a matter of concern' Justify the statement in the light of Indian advertising. **17½**

Q.12 Write down the golden rules of copy writing and prepare an advertising script for television. **17½**

End Semester Examination, Dec. 2017

BJMC – Third Semester

COMMUNICATION RESEARCH AND CONSUMER BEHAVIOUR (BJ-304)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

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

- Q.1 Attempt (**any ten**) of the following:
- a) "Media research will involve looking at issues such as media content and audience".
(True/False)
 - b) Name any two organizations who conduct research.
 - c) What do you mean by research problem?
 - d) What is hypothesis?
 - e) Name any three sources of information required for a media researcher.
 - f) Who is Harold Lasswell?
 - g) Define feedback studies.
 - h) Give an example of qualitative research method.
 - i) Who is the present brand ambassador of Pulse-polio advertisement?
 - j) Write any two examples of esteem needs.
 - k) Name a book of Wilbur Schramm.
 - l) What do you mean by inverted questioning? **1x10**

PART-A

- Q.2 Define SWOT and discuss in detail the SWOT analysis. **5**
- Q.3 Define sampling and its various types in detail. **5**
- Q.4 Define 'market'. Why market segmentation is required for any research department? **5**
- Q.5 Distinguish between research methods and methodology. **5**
- Q.6 Distinguish between fundamental and applied research. **5**
- Q.7 Differentiate between communication research and social science research. **5**

PART-B

- Q.8 What do you mean by media research and discuss the importance of studying it in the present day? **17½**
- Q.9 Define a survey. Prepare a questionnaire on the media habits of rural people. **17½**
- Q.10 Define content analysis and discuss the various steps involved in it with its key objectives. **17½**

End Semester Examination, Dec. 2017

BJMC – Fourth Semester

MEDIA ISSUES AND DEBATES (BJ-401)

Time: 3 hrs

Max Marks: **70**

No. of pages: **1**

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

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

- a) RTI was introduced in India in the year_____ under_____ government.
- b) Who is the Editor-in-Chief of the daily 'The Hindu'?
- c) 'Nautanki' is a form of New Media'. (**True/False**).
- d) What do you mean by 'Objectification of Women'?
- e) What do you mean by 'Cub Reporter'?
- f) Define 'Media Accountability'.
- g) What is the punch line of Aaj Tak News Channel?
- h) Which film won national award in popular film category 2014?
- i) What is PSA?
- j) What is the punch line of "Indian Express" news-paper?
- k) Which political party publishes "Saamna" news-paper?
- l) Who started famous website 'Wikileaks'?
- m) Name any two social photo sharing sites?

1x10

PART-A

- Q.2 'RTI is a strong weapon in the hands of common man' Elaborate the statement with suitable examples. **5**
- Q.3 'Television cultivates new values in children' Discuss the statement and answer with suitable examples. **5**
- Q.4 'Television affects Children' supply your answer in favor of the statement. **5**
- Q.5 'Mass media is a powerful tool of development', discuss with reference to social change. **5**
- Q.6 "Media can be used as a tool of development" Discuss the statement with reference to women empowerment. **5**
- Q.7 Discuss the role of social media in disseminating misleading information. **5**
- Q.8 Briefly discuss the concept of paid news in India. **5**
- Q.9 Discuss the nexus of politics and media in the context of code of ethics. **5**

PART-B

- Q.10 'Yellow Journalism and Paid News are threat to the Indian Democracy' Justify the statement with suitable examples. **17½**
- Q.11 How media is responsible of making women as an 'object'? Justify your answer with valid examples. **17½**

Q.12 'Traditional media can be a very strong instrument for creating social awareness among rural and urban population' Justify the statement. **17½**

End Semester Examination, Dec. 2017

BJMC – Fourth Semester EVENT MANAGEMENT (BJ-402)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

Note: Attempt **FIVE** 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 Attempt (**any ten**) of the following:

- a) Define event.
- b) What do you mean by a fund raising event?
- c) Give any two objective of an event.
- d) What is a formal event?
- e) Name any two informal events.
- f) Write any two advantage of using an event management company.
- g) What is Publicity?
- h) What do you mean by trade fair?
- i) Name the 5C's of an event.
- j) What is event evaluation?
- k) Define publicity.
- l) What do you mean by co-sponsorship?
- m) Give any two objectives of an event.

1x10

PART-A

- Q.2 Write a short note on key elements of an event. **5**
- Q.3 Discuss the various types of events. **5**
- Q.4 Why budget is important for an event? **5**
- Q.5 Discuss the importance of planning in an event. **5**
- Q.6 Write a short note on the scope of event management. **5**
- Q.7 Write a short note on press conference. **5**
- Q.8 What are the key elements of an event? Discuss. **5**
- Q.9 Discuss the role of media in promotion of an event. **5**

PART-B

- Q.10 What is a planning? Discuss in detail the various steps of planning process of an event. **17½**
- Q.11 What do you mean by sponsorship? Discuss the role and importance of sponsors in an event. **17½**
- Q.12 Write a detailed note on the importance and scope of event management in detail. **17½**

End Semester Examination, Dec. 2017
BJMC – Fourth Semester
COMMUNICATION AND DEVELOPMENT (BJ-403)

Time: 3 hrs.

Max Marks: **70**

No. of pages: **1**

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

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

- a) Write any three features of an Urban Community.
- b) Name two 1st world countries.
- c) MNC stands for _____.
- d) What is 'make in India'?
- e) What is 'digital India'?
- f) Expand ICT4D _____.
- g) Define population.
- h) What is the difference between census and consensus?

State whether the following statements are TRUE / FALSE:

- i) Bharatnatyam is a classical dance.
- j) Name three characteristic of Social media.
- k) 'Matka water filter' is a rural innovation.
- l) Ram Lila is a traditional media.
- m) 'Cleanliness is Godliness'.

1x10

PART-A

- | | | |
|-----|--|----------|
| Q.2 | Explain the role of ICT in rural development with example. | 5 |
| Q.3 | Why is it essential to empower women in rural and urban India? | 5 |
| Q.4 | "People understand and believe in traditional media". Discuss. | 5 |
| Q.5 | Explain the process of development in developing world. | 5 |
| Q.6 | Discuss, with examples, passive and consultative participation. | 5 |
| Q.7 | What is the role of advocacy in development of a nation? | 5 |
| Q.8 | Differentiate between social media and internet. | 5 |
| Q.9 | Explain, with examples, the difference between being 'literate and being aware'. | 5 |

PART-B

- | | | |
|------|---|------------|
| Q.10 | What is rural development? Identify its problems and discuss strategies to overcome these problems. | 17½ |
| Q.11 | Why is it important to develop industries in a country? | 17½ |
| Q.12 | Write a note on literacy and its relation with women sarpanches? | 17½ |

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) – Fourth Semester
NEWSPAPERS AND MAGAZINE JOURNALISM (BJ-404)

Time: 3 hrs

Max Marks: **70**

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 ten**) of the following:

- a) What is Bleed?
- b) What is Slug?
- c) What is Montage?
- d) Define News.
- e) What is Advertorial?
- f) What is CMYK?
- g) What is the full form of ILNA?
- h) What is Beat?
- i) What is the full form of ESPN?
- j) Who is Shyam Benegal?
- k) Who was Gauri Lankesh?
- l) Name the President of China.
- m) Name *any two* famous newspapers of the World.

1x10

PART-A

- Q.2 Through light on the problems of Language press in India. **5**
- Q.3 How interest groups influence the content of newspapers? **5**
- Q.4 Throw light on the procedure of starting a newspaper. **5**
- Q.5 What points one should keep in mind while writing a column? **5**
- Q.6 Explain:
a) Column.
b) Article.
c) Tabloid. **5**
- Q.7 Discuss the problems faced by magazine industry in India. **5**
- Q.8 How writing for magazine is different from newspaper writing? Explain with suitable examples. **5**

PART-B

- Q.9 Write a detailed note on editing symbols. **17½x2**
- Q.10 Discuss organizational structure of newspaper in detail. **17½x2**
- Q.11 Write an editorial on any current news. **17½x2**

End Semester Examination, Dec. 2017
B.A. (Journalism and Mass Communication) — Fourth Semester
NEWSPAPER AND MAGAZINE JOURNALISM (BJ-404)

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 **TWO** questions from **Part-B**. The marks are indicated against each question.

Q.1 Answer the following questions: **(ANY TEN)**

- a) What is Crop?
- b) What is Byline?
- c) What is RNI?
- d) What do you mean by PCI?
- e) What is CMYK?
- f) What do you mean by Pressure Groups?
- g) Who is Arun Puree?
- h) Define print line.
- i) What is tabloid?
- j) What is broadsheet?
- k) What is the full form of ILNA?
- l) What do you mean by sister concern?
- m) What do you mean by beat?
- n) Who is the owner of 'The Times of India'?

10×1

PART-A

- Q.2 Throw light on the major trends in newspaper industry. **5**
- Q.3 Differentiate between print and electronic media. **5**
- Q.4 Throw light on the procedure of starting a newspaper. **5**
- Q.5 Discuss organizational structure of a magazine in detail. **5**
- Q.6 Write a detailed note on editing symbols. **5**
- Q.7 What points one should keep in mind while writing for a magazine? **5**
- Q.8 Throw light on the role of digitization in the growth of newspaper industry. **5**
- Q.9 Explain the following:
- a) Editorial. **2**
 - b) Feature. **2**
 - c) Advertorial. **1**

PART-B

- Q.10 How Interest groups and pressure groups influence content in newspaper? **17½**
- Q.11 Discuss the organizational structure of a newspaper in detail. **17½**

Q.12 Discuss the problems faced by magazine industry in contemporary times.

17½

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
NEW MEDIA (BJ-501)

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 Attempt (**any ten**) questions from the following:

- a) Who is the founder of Hotmail?
- b) Who invented the World Wide Web?
- c) What is the meaning of convergence?
- d) What do you mean by 'Live Streaming'?
- e) Full name of VoIP is _____.
- f) What do you mean by citizen journalism?
- g) Who is the CEO of Prasar Bharti?
- h) What is ethical hacking?
- i) What do you understand by virtual reality?
- j) TRAI stands for _____.
- k) Who controls the telecommunication industry in India?
- l) Who is known as the Father of Internet?
- m) What is Arab spring?

1x10

PART-A

- Q.2 What do you understand by mobile news? Discuss it in detail with examples. **5**
- Q.3 How the new media is changing the paradigm in development communication? How it is helping the government in welfare scheme? **5**
- Q.4 How the print industry is changing because of new age technology? Discuss the role of new media in it. **5**
- Q.5 "The social media is becoming threat because of fake news". Do you agree with the statement? Support your answer with suitable examples. **5**
- Q.6 What were the recommendations and policy formulation in National Telecom Policy 1994? Explain them in detail. **5**
- Q.7 Discuss the role of internet services. **5**
- Q.8 What is the internet based advertising? How it is changing the advertising concepts? **5**
- Q.9 What is E-governance? How it is implemented by the government of India. **5**

PART-B

- Q.10 What is the role of private and public sector companies in telecommunication structure in India? Discuss it in detail. **17½**
- Q.11 "In the era of fake news, we need the monitoring on online content." Do you agree with the statement? Support your answer with suitable examples. **17½**

Q.12 What are the tools and techniques used for online advertising and promotion? Discuss them in detail with examples. **17½**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
MEDIA MANAGEMENT (BJ-502)

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 Attempt (**any ten**) questions from the following:

- a) What is PTI?
- b) What is AFP?
- c) What is TAM?
- d) What is planning?
- e) Define partnership.
- f) Name any two national news agencies.
- g) FII stands for _____.
- h) Name any two principles of Media Management.
- i) MIS stands for _____.
- j) Write any two functions of television.
- k) What is TRP?
- l) What is a public limited company?

1x10

PART-A

- Q.2 Explain the advantages and disadvantages of sole proprietorship in detail. **5**
- Q.3 Explain the role and qualities of Media Managers. **5**
- Q.4 Explain folk media in detail. **5**
- Q.5 What do you mean by Trust and Co-operatives? **5**
- Q.6 What is SWOT? Explain in detail. **5**
- Q.7 Write a short note on Government and Private media. **5**
- Q.8 Discuss the functions and significance of Media Management. **5**

PART-B

- Q.9 Write a detailed note on Management Information System. **17½**
- Q.10 Discuss the ownership pattern of mass media in detail. **17½**
- Q.11 Write a detailed note on FDI and FII. **17½**

End Semester Examination, Dec. 2017

B.A. (Journalism and Mass Communication) – Fifth Semester
RADIO JOURNALISM (BJ-503)

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 Attempt (**any ten**) of the following:

- a) Who owns Radio Mirchi?
- b) Name any two Internet radio channels.
- c) When did Vividh Bharti services start in India?
- d) Who is the I and B Minister of India?
- e) What is Satellite Radio?
- f) Name any two FM channels of AIR.
- g) What is Radio Reel?
- h) Vividh Bharti came in the year _____.
- i) What is AM and FM?
- j) In which year did AIR and DD separate?
- h) What is mobile Radio?
- l) What is a Vox pop?
- m) RAM is _____.

1×10

PART-A

- Q.2 Discuss in brief the development of radio broadcasting in India since 1927. **5**
- Q.3 Give the latest trends in radio programming. **5**
- Q.4 Write short notes on: **5**
- a) FM in India
 - b) Community radio **2½×2**
- Q.5 Discuss in brief about Prasar Bharti Broadcasting Corporation of India. **5**
- Q.6 Write in brief about organizational structure of AIR. **5**
- Q.7 Discuss the reach, access and impact of radio in India. **5**
- Q.8 Write in brief the broadcasting guidelines of AIR. **5**
- Q.9. Critically analyze an interview or a discussion you have heard recently on radio. How do you think it could have been made more interesting? **5**

PART-B

- Q.10 Discuss the features and functions of radio as a medium of mass communication. **17½**
- Q.11 What are the rules for script writing in radio? How is writing for radio news different than writing for radio drama? **17½**

Q.12 What are the various formats of radio programmes? How is radio documentary different from radio talk? **17½**

End Semester Examination, Dec. 2017

BA-JMC - Fifth Semester TV JOURNALISM (BJ-504)

Time: 3 hrs

Max Marks: **70**

No. of pages: 1

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

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

- a) What is blog?
- b) Who wrote "The Line of Fire"?
- c) What do you mean by "Croma"?
- d) What is the full form of "ENPS"?
- e) What is NTSE & PAL?
- f) What do you mean by Beat?
- g) In which year television came in India?
- h) What do you mean by Input Desk?
- i) What is a Sound Bite?
- j) What is DTH?
- k) Write any two characteristics of Television.
- l) Write the full form of LCD and LED.

1x10

PART-A

Q.2 What do you mean by Bureau? What are the responsibilities of a Bureau in television programming? **5**

Q.3 Describe the various types of television programmes and its essentials in brief. **5**

Q.4 Write a note on 'vocabulary of television'. **5**

Q.5 What points, one should keep in mind, while scripting a television programme. **5**

Q.6 Explain the importance of television in contemporary times in brief. **5**

Q.7 What is the role of a 'programme producer' and how coordination helps in making a program successful? **5**

Q.8 What are the current trends of television programme production? **5**

PART-B

Q.9 Throw a light on the organizational structure of Door Darshan. Differentiate between the working of Door Darshan a private channel. **17½**

Q.10 Is Media advocacy trying to influence public opinion and judicial trials? Justify your answer with suitable examples. **17½**

Q.11 Write a descriptive note on 'Television Ethics'. Are television ethics relevant in contemporary television programming style? Justify your answer with suitable examples. **17½**

End Semester Examination, Dec. 2017
MA (Journalism and Mass Communication)–First Semester
INTRODUCTION TO MEDIA AND ISSUES (MAJ-101)

Time: 3 hrs

Max Marks: **100**

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.

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

- a) What do you mean by byline?
- b) Name the Editor-in-Chief of "The Hindu".
- c) In which language highest number of newspaper are published in India?
- d) Which is the oldest English daily newspaper of India?
- e) Who is Chandan Mitra.
- f) What is mast head?
- g) Define 'beat'.
- h) Which city publishes the maximum number of newspapers?
- i) Name the person who described press as the fourth estate.
- j) What is the full form of SAFMA?
- k) Name the two newspapers started by Mahatma Gandhi.
- l) Who is a gatekeeper?
- m) Write the full form of ANI.
- n) Write the full form of PTI.

1x10

PART-A

- Q.2 Write a note on "news values". **10**
- Q.3 What are the various news gathering techniques? **10**
- Q.4 What do you mean by news agencies and how do they contribute to the newspapers? **10**
- Q.5 Distinguish between hard news and soft news and with relevant examples. **10**
- Q.6 Explain yellow journalism with the help of examples in the present context. **10**
- Q.7 What is the defamation? Give relevant examples and differentiate between libel and slander defamation. **10**
- Q.8 Do you agree that in a democracy media organizations and journalists are accountable to their audience? Write in favour or against the statement by giving suitable examples. **10**
- Q.9 What are the different sources of news? Discuss the issue of credibility with reference to these sources. **10**

PART-B

- Q.10 Define ethics and write a descriptive note on the ethics of reporting. **20**
- Q.11 a) Discuss why is it important for a journalist to have basic knowledge of constitution? **20**
b) Trace the development of fundamental rights and their importance in Indian constitution in detail. **20**

Q.12 What is the public domain perspective of IPR? Why it is crucial to protect the public domain? **20**

End Semester Examination, Dec. 2017

M.A. (Journalism and Mass Communication) – First Semester
COMMUNICATION THEORY (MAJ-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 | a) Define 'communication'. | 2 |
| | b) Cultivation theory was given by _____. | 2 |
| | c) What is kinesics? | 2 |
| | d) What are the functions of communication? | 5 |
| | e) What is nonverbal communication? | 4 |
| | f) Write any two differences between audience and crowd. | 3 |
| | g) Uses and gratification theory was given by _____. | 2 |

PART-A

- | | | |
|-----|---|-----------|
| Q.2 | What is interpersonal communication? Discuss in detail. | 20 |
| Q.3 | Explain Shannon and Weaver model of communication with the help of a diagram. | 20 |
| Q.4 | Write a note on 'Osgood and Laswell model of communication'. | 20 |

PART-B

- | | | |
|-----|--|-----------|
| Q.5 | Write a note on 'two step flow theory' and 'multistep flow theory'. | 20 |
| Q.6 | Discuss the role of mass communication in the development of a country in detail. | 20 |
| Q.7 | Explain selective exposure, selective perception and selective retention theory in detail. | 20 |

End Semester Examination, Dec. 2017

MJMC – First Semester

PRINT JOURNALISM (MAJ-103)

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.

- Q.1 Attempt **any ten** of the following:
- Define at least one element of editorial.
 - Define hard news.
 - What is the difference between column and feature writing?
 - Scoop is _____.
 - What is editing?
 - Who is a sub-editor?
 - What is a letterpress?
 - News is _____.
 - Golden era of newspaper was from _____.
 - Name any two magazine types.
 - Give any two types of news.
 - Define soft news.
 - Identify at least one news gathering technique.

2x10

PART-A

- Q.2 What is the current scenario of magazine industry in India? **10**
- Q.3 Explain news values with examples. How do personalities impact the news value? **10**
- Q.4 Explain at least two news gathering techniques. **10**
- Q.5 What is a sports feature? Discuss with an example. **10**
- Q.6 Enumerate on Types and Elements of editorial. **10**
- Q.7 Write a short note on the editorial and guest sections of a newspaper. **10**
- Q.8 Explain qualities and responsibilities of a reporter. **10**
- Q.9 Name a basic rule of framing. What is composition? Identify a factor which affects composition. **10**

PART-B

- Q.10 Critically discuss any fashion Layouts and Designs of your choice by giving references from your favorite magazines. **15**
- Q.11 How has Desk top printing revolutionized newspaper and magazine industry? What are the latest developments in this technology? **15**
- Q.12 Explain with examples the elements and principles of design in the print industry. **15**

End Semester Examination, Dec. 2017
M.A. (Journalism and Mass Communication) – First Semester
ADVERTISING AND BRAND MANAGEMENT (MAJ-104)

Time: 3 hrs.

Max Marks: **75**

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) Display Classified.
- b) Testimonial Advertisement Copy.
- c) Advertising standards Council of India (ASCI).
- d) Subliminal Advertisements.
- e) Merchandise Allowance.
- f) Corporate Social Responsibility.
- g) DAGMAR.

3×5

PART-A

Q.2 What do you understand by Print Media Ads? Discuss the various print ads with example. **15**

Q.3 Is there a need of measuring effectiveness of advertising plan? If yes, Why? **15**

Q.4 Discuss the social aspects of advertising. Give examples. **15**

PART-B

Q.5 Discuss the role of advertising in the marketing mix. **15**

Q.6 Explain Corporate Social Responsibility. Discuss CSR campaign of Surf Excel. **15**

Q.7 What is creative brief? What all aspects will you keep in mind while creating an advertising copy? **15**

End Semester Examination, Dec. 2017
M.A. (Journalism and Mass Communication) — First Semester
MEDIA ORGANIZATION AND MANAGEMENT (MAJ-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 Answer (**any four**) of the following:

- a) Discuss in brief emergence and evolution of media as an industry.
- b) Write a short note on FDI and FII in print media.
- c) Discuss the principles of TV and Radio Management in India.
- d) Write a short note on concentration of media ownership.
- e) Discuss, in brief, the history of Television in India.
- f) What is Paid News and Private Treaties?

5×4

PART-A

Q.2 Write, in brief, about the procedure to start Newspaper.

20

Q.3 Why are ethics so important for media professionals? What are the various problems faced by media professionals?

20

Q.4 What is Management Information System? Discuss the merits and demerits of MIS for a media organization.

20

PART-B

Q.5 What do you understand by Commercialization of Indian Media Industry?

20

Q.6 Discuss the emerging trends and future of Media Industry.

20

Q.7 Explain the following in detail:

- a) Cross Media Ownership.
- b) Media Convergence.

10×2

End Semester Examination, Dec. 2017
MA (Journalism and Mass Communication)–First Semester
INTRODUCTION TO MEDIA AND ISSUES (MAJ-101)

Time: 3 hrs

Max Marks: **100**

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.

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

- a) What do you mean by byline?
- b) Name the Editor-in-Chief of "The Hindu".
- c) In which language highest number of newspaper are published in India?
- d) Which is the oldest English daily newspaper of India?
- e) Who is Chandan Mitra.
- f) What is mast head?
- g) Define 'beat'.
- h) Which city publishes the maximum number of newspapers?
- i) Name the person who described press as the fourth estate.
- j) What is the full form of SAFMA?
- k) Name the two newspapers started by Mahatma Gandhi.
- l) Who is a gatekeeper?
- m) Write the full form of ANI.
- n) Write the full form of PTI.

1x10

PART-A

- Q.2 Write a note on "news values". **10**
- Q.3 What are the various news gathering techniques? **10**
- Q.4 What do you mean by news agencies and how do they contribute to the newspapers? **10**
- Q.5 Distinguish between hard news and soft news and with relevant examples. **10**
- Q.6 Explain yellow journalism with the help of examples in the present context. **10**
- Q.7 What is the defamation? Give relevant examples and differentiate between libel and slander defamation. **10**
- Q.8 Do you agree that in a democracy media organizations and journalists are accountable to their audience? Write in favour or against the statement by giving suitable examples. **10**
- Q.9 What are the different sources of news? Discuss the issue of credibility with reference to these sources. **10**

PART-B

- Q.10 Define ethics and write a descriptive note on the ethics of reporting. **20**
- Q.11 a) Discuss why is it important for a journalist to have basic knowledge of constitution? **20**
b) Trace the development of fundamental rights and their importance in Indian constitution in detail. **20**

Q.12 What is the public domain perspective of IPR? Why it is crucial to protect the public domain? **20**

End Semester Examination, Dec. 2017

M.A. (Journalism and Mass Communication) – First Semester
COMMUNICATION THEORY (MAJ-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 a) Define 'communication'. **2**
b) Cultivation theory was given by _____. **2**
c) What is kinesics? **2**
d) What are the functions of communication? **5**
e) What is nonverbal communication? **4**
f) Write any two differences between audience and crowd. **3**
g) Uses and gratification theory was given by _____. **2**

PART-A

- Q.2 What is interpersonal communication? Discuss in detail. **20**
Q.3 Explain Shannon and Weaver model of communication with the help of a diagram. **20**
Q.4 Write a note on 'Osgood and Laswell model of communication'. **20**

PART-B

- Q.5 Write a note on 'two step flow theory' and 'multistep flow theory'. **20**
Q.6 Discuss the role of mass communication in the development of a country in detail. **20**
Q.7 Explain selective exposure, selective perception and selective retention theory in detail. **20**

End Semester Examination, Dec. 2017

MJMC – First Semester

PRINT JOURNALISM (MAJ-103)

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.

- Q.1 Attempt **any ten** of the following:
- Define at least one element of editorial.
 - Define hard news.
 - What is the difference between column and feature writing?
 - Scoop is _____.
 - What is editing?
 - Who is a sub-editor?
 - What is a letterpress?
 - News is _____.
 - Golden era of newspaper was from _____.
 - Name any two magazine types.
 - Give any two types of news.
 - Define soft news.
 - Identify at least one news gathering technique.

2x10

PART-A

- Q.2 What is the current scenario of magazine industry in India? **10**
- Q.3 Explain news values with examples. How do personalities impact the news value? **10**
- Q.4 Explain at least two news gathering techniques. **10**
- Q.5 What is a sports feature? Discuss with an example. **10**
- Q.6 Enumerate on Types and Elements of editorial. **10**
- Q.7 Write a short note on the editorial and guest sections of a newspaper. **10**
- Q.8 Explain qualities and responsibilities of a reporter. **10**
- Q.9 Name a basic rule of framing. What is composition? Identify a factor which affects composition. **10**

PART-B

- Q.10 Critically discuss any fashion Layouts and Designs of your choice by giving references from your favorite magazines. **15**
- Q.11 How has Desk top printing revolutionized newspaper and magazine industry? What are the latest developments in this technology? **15**
- Q.12 Explain with examples the elements and principles of design in the print industry. **15**

End Semester Examination, Dec. 2017
M.A. (Journalism and Mass Communication) – First Semester
ADVERTISING AND BRAND MANAGEMENT (MAJ-104)

Time: 3 hrs.

Max Marks: **75**

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) Display Classified.
- b) Testimonial Advertisement Copy.
- c) Advertising standards Council of India (ASCI).
- d) Subliminal Advertisements.
- e) Merchandise Allowance.
- f) Corporate Social Responsibility.
- g) DAGMAR.

3×5

PART-A

Q.2 What do you understand by Print Media Ads? Discuss the various print ads with example. **15**

Q.3 Is there a need of measuring effectiveness of advertising plan? If yes, Why? **15**

Q.4 Discuss the social aspects of advertising. Give examples. **15**

PART-B

Q.5 Discuss the role of advertising in the marketing mix. **15**

Q.6 Explain Corporate Social Responsibility. Discuss CSR campaign of Surf Excel. **15**

Q.7 What is creative brief? What all aspects will you keep in mind while creating an advertising copy? **15**

End Semester Examination, Dec. 2017
M.A. (Journalism and Mass Communication) — First Semester
MEDIA ORGANIZATION AND MANAGEMENT (MAJ-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 Answer (**any four**) of the following:

- a) Discuss in brief emergence and evolution of media as an industry.
- b) Write a short note on FDI and FII in print media.
- c) Discuss the principles of TV and Radio Management in India.
- d) Write a short note on concentration of media ownership.
- e) Discuss, in brief, the history of Television in India.
- f) What is Paid News and Private Treaties?

5×4

PART-A

Q.2 Write, in brief, about the procedure to start Newspaper.

20

Q.3 Why are ethics so important for media professionals? What are the various problems faced by media professionals?

20

Q.4 What is Management Information System? Discuss the merits and demerits of MIS for a media organization.

20

PART-B

Q.5 What do you understand by Commercialization of Indian Media Industry?

20

Q.6 Discuss the emerging trends and future of Media Industry.

20

Q.7 Explain the following in detail:

- a) Cross Media Ownership.
- b) Media Convergence.

10×2

End Semester Examination, Dec. 2017
MA-JMC – Second Semester
EVENT MANAGEMENT (MAJM-201)

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.*

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

- a) Define an event.
- b) List at least five visible aids used for promoting an event.
- c) Event management promotion is an event. (**True / False**)
- d) Write any two disadvantages of using an event management company.
- e) What is Risk Management?

- f) Define Event Planning.
- g) Fundraising events are important for networking (**True / False**)
- h) Name two types of sponsorship.
- i) Press conference is a staged event (**True / False**)
- j) Press releases can be made either/or by PR personnel and organizations (**T/F**)
- k) Define corporate event.
- l) Define co-sponsorship.
- m) Give any two objectives of an event. **1x10**

PART-A

- Q.2 What are the role and qualities of an Event Manager? **5**
- Q.3 Define 'Sponsorship'. What is the role of sponsors in an Event? **5**
- Q.4 Write a short note on sports event. **5**
- Q.5 Explain with examples, publicity inputs for promoting an event. **5**
- Q.6 Write a short note on the scope of event management. **5**
- Q.7 Discuss the advantages of planning in detail. **5**
- Q.8 What are the key elements of an event? Discuss. **5**
- Q.9 Discuss paid online advertisement. **5**

PART-B

- Q.10 Discuss with examples, 7Cs of Event Conceptualization. **17½**
- Q.11 Write a detailed note on event evaluation. **17½**
- Q.12 With example of a hypothetical event, explain how event is a marketing tool. **17½**

End Semester Examination, Dec. 2017

M.A. (JMC) – Second Semester

MEDIA MARKETS AND RESEARCH METHODS (MAJM-205)

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.

- Q.1 Attempt **any ten** of the following:
 - a) What is sampling?
 - b) Define Basic Research.

- c) In random sampling method, a researcher picks up sample from various strata **(True/False)**.
- d) In an open-ended question multiple responses are listed out to match the response of the respondent **(True/False)**.
- e) Statistics is involved in quantitative research **(True/False)**.
- f) Census Method is a type of research method **(True/False)**.
- g) Mention the types of questionnaires used for data collection.
- h) TRP stands for _____.
- i) Name the business edition of the Hindu Dailies.
- j) What do you understand by research design?
- k) What is hypothesis?
- l) Associated Press (AP) is a news agency of which country? **1x10**

PART-A

- Q.2 What do you understand by Geographic segmentation in terms of media market? **5**
- Q.3 What is a media market? In what ways is it different from other markets? **5**
- Q.4 Explain stratified random sampling method. **5**
- Q.5 How is survey method different from census method? **5**
- Q.6 Write a short note on interview method. **5**
- Q.7 Write a detailed note on non-random sampling. **5**
- Q.8 What are the various types of audience? Explain with examples. **5**
- Q.9 What do you understand by target audience? **5**

PART-B

- Q.10 Prepare a questionnaire on any awareness campaign focusing on the role of communication. **17½**
- Q.11 What is Market segmentation? Discuss the various types of segmentation, in detail. **17½**
- Q.12 Write a detailed note on research design. **17½**

End Semester Examination, Dec. 2017

M.A. (Journalism and Mass Communication) – Third Semester
MEDIA WRITING (MAJM-301)

Time: 3 hrs

Max Marks: **75**

No. of pages: **1**

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

- Q.1 Attempt **(any five)** questions from the following:

- a) What is News?
- b) What is a jump line?
- c) What are the 5Ws used in a news story?
- d) What is a deadline?
- e) What is a scoop?
- f) Name the seven Cs followed in radio communication?
- g) What is inverted pyramid style of writing?
- h) What is Masthead?
- i) What is a caption?
- j) What is Tabloid?
- k) What is broadsheet?
- l) What is a thumbnail?
- m) What is an embargo press release?
- n) What do you mean by Beat?
- o) What is a banner headline?

1x10

PART-A

- Q.2 Discuss various features of a good advertising copy. **5**
- Q.3 What is an editorial? Discuss the purpose of writing an editorial. **5**
- Q.4 What is the structure of writing a copy of a Print Advertisement? **5**
- Q.5 Review a film/documentary that you have seen recently. **5**
- Q.6 Explain the difference between TV Script and a Radio script. **5**
- Q.7 Discuss various types of leads in a news story. **5**
- Q.8 Discuss various types of press release. **5**
- Q.9 Discuss the role of an Anchor on television. **5**
- Q.10 Explain:
 - a) Radio Documentary
 - b) News and Current Affair Programme**5**

PART-B

- Q.11 Do you think social media has brought a change in the style and concept of news writing? Discuss. **17½ x2**
- Q.12 What do you understand by an article? Differentiate an article from a feature and what steps you would follow in writing an article. **17½ x2**
- Q.13 A good press release is the one that is published. Explain this statement in the context of why press releases fail to see the light of the day and how to write an effective press release. **17½ x2**

End Semester Examination, Dec. 2017
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**. Marks are indicated against each.

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

- a) Give full form of IEC.
- b) What is full form of MDG?
- c) Four main strands of C4D landscape are _____.
- d) Communication for social change used _____ approach.
State whether the following statements are TRUE / FALSE:
- e) Communication effects the approach to development.
- f) Communication plays an important role in empowerment process.
- g) BCC is an interactive process.
- h) The optimum strategy for health related programmes is BCC.
- i) Notion of dialogue is central to development.
- j) Collective community action results from CFSC approach.
- k) A catalyst helps in the identification of the problem.
- l) Governance is a factor of Advocacy.
- m) Societies develop by evolving.

1x10

PART-A

- Q.2 What is the role of stringers in rural development? **6**
- Q.3 Discuss the impact of slums on urban economy. **6**
- Q.4 How will you bypass Socio-economic barriers in your communication strategy? **6**
- Q.5 ICT4D-discuss with examples. **6**
- Q.6 What are basic minimum needs and priority areas in development? **6**
- Q.7 In a democracy what is the best way to enhance people's participation? **6**
- Q.8 What is your understanding of development support communication? **6**

PART-B

- Q.9 Literacy is the social barrier to development. Discuss. **17½**
- Q.10 Develop a social marketing strategy for promoting respiratory health in urban areas. **17½**
- Q.11 You have made a development communication film. Walk us through the entire process from concept to commissioning. **17½**

End Semester Examination, Dec. 2017

MA (Journalism and Mass Communication) – Third Semester

RADIO AND TV PRODUCTION-NEWS AND PROGRAMMING (MAJM-303)

Time: 3 hrs

Max Marks: **75**

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

Q.1 Attempt (**any five**) questions from the following:

- a) What is TRP?
- b) What do you mean by Breaking News?
- c) Who is the I and B Minister of India?
- d) What do you mean by sting?
- e) Which media group owns zee business?
- f) Name regulatory body which regulates the private television channels?
- g) Fox studio is owned by which media conglomerate?

5x3

PART-A

Q.2 Write down the broadcasting guidelines for All India?

15

Q.3 Discuss the various formats of programmers in Radio. How is a radio talk different from a radio discussion?

15

Q.4 Write a short note on future of home shop television in India?

15

PART-B

Q.5 Prepare a report for a television show on the basis of a contemporary event.

15

Q.6 What are the basic elements for preparing a television programme? Discuss it, in detail.

15

Q.7 Present a comparative analysis of two prominent TV channels on the basis of the prevailing language trends

15

End Semester Examination, Dec. 2017

M.A. (Journalism and Mass Communication) – Third Semester

ONLINE JOURNALISM AND NEW MEDIA (MAJM-304)

Time: 3 hrs

Max Marks: **75**

No. of pages: **1**

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

Q.1 Answer (**any five**) of the following:

- a) Digital Divide.
- b) New World Information and Communication Order.
- c) Social Networking sites.
- d) G2B Transactions in E-Governance.
- e) Hybrid Mobile News Apps.
- f) Video Formats for the Web.
- g) Interactivity.

3x15

PART-A

Q.2 The world has become a global village. Explain the statement by emphasizing on the role of internet. **15**

Q.3 What are the important points that you keep in mind while designing for online communication? **15**

Q.4 What do you understand by e-commerce? Discuss digital India initiative of Indian Govt. of India. **15**

PART-B

Q.5 What are the different types of writing formats for the web? Explain the concept of digital storytelling. **15**

Q.6 "Cyber-crime offends human sensibilities and is corrupting the next generation". Describe different types of cyber-crimes. **15**

Q.7 Discuss the present form of Indian Telecom Sector. Discuss the guiding principles of New Telecom Policy 1999 (NTP-99). **15**

M.A. (Journalism and Mass Communication) – Third Semester
MEDIA MANAGEMENT (MAJM-305)

Time: 3 hrs

Max Marks: **75**

No. of pages: **1**

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

Q.1 Attempt (**any five**) questions from the following:

- a) What is an Editorial?
- b) Who is a Resident Editor?
- c) What is TRP?
- d) What is FDI?
- e) Define a news agency.
- f) What is a Brief?
- g) Explain Pitch in PR.

3x5

PART-A

Q.2. Explain the process of Foreign Direct Investment in the Electronic media with special reference to news segment. Do you think a limitation cap on FDI in news segment of media is justified? **15**

Q.3 More than bringing business, it is losing business that affects a PR consultancy. Explain this statement in the context of the process followed by a PR consultancy to earn revenue. **15**

Q.4 Explain different stakeholders and their roles in the overall functioning of cable TV industry in India. **15**

PART-B

Q.5 Understanding the true importance of newspapers in a democratic society is key to understanding or appreciating the nature of ownership laws and various issues surrounding it. In the backdrop of this statement, explain some of the critical issues of media ownership faced by Newspaper industry in India? **15**

Q.6 Distribution is the lifeline of a newspaper. Explain. **15**

Q.7 What is a Full-service Agency? Explain the services offered by a full service agency. **15**

End Semester Examination, Dec. 2017
MA (Journalism and Mass Communications) - Fourth Semester
ENTERTAINMENT JOURNALISM (MAJM-402C)

Time: 3 hrs

Max Marks: **75**

No. of pages: 1

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

- Q.1 Answer (**any ten**) of the following:
- a) What is TRP?
 - b) What do you mean by parallel cinema?
 - c) Name any one famous fashion photographer.
 - d) Who was Dada Saheb Phalke?
 - e) Name the first talkie movie of India.
 - f) USP stands for _____
 - g) Name any famous film critic of Bollywood.
 - h) Who is the director of the 'Munna Bhai MBBS'?
 - i) What is reality show?
 - j) What do you mean by film review?
 - k) Don 2 was directed by _____
 - l) Who was the host of the famous reality show 'Jhalak Dikhla Ja 2016'? **1x10**

PART-A

- Q.2 Trace the history of cinema in India. **6**
- Q.3 Write a short note on fashion and lifestyle coverage. **6**
- Q.4 Write a short note on Theatre in India. **6**
- Q.5 What do you understand by paparazzi culture? Discuss. **6**
- Q.6 Differentiate between reality show and soap operas. **6**
- Q.7 What do you understand by crossover cinema? Discuss. **6**
- Q.8 Discuss the importance of entertainment news in News channels. **6**
- Q.9 Discuss the qualities of an anchor of an entertainment programme. **6**

PART-B

- Q.10 Write a review of any movie of golden era. **17½**
- Q.11 Discuss in detail the importance of entertainment news. How entertainment is dominating the TV. **17½**
- Q.12 Write an article for any entertainment magazine. **17½**

