

# End Semester Examination, Dec. 2019

P.G. (DAPR) — First Semester

## COMMUNICATION THEORY (APR-DS-101)

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**. Marks are indicated against each question.

Q.1 Briefly discuss (**any five**) of the following:

- a) Gate keeping.
- b) Two step flow of communication.
- c) Group communication.
- d) Uses and gratifications theory.
- e) Agenda Setting.
- f) Normative Theory.
- g) Functionalism.

**2x5**

### **PART-A**

Q.2 Explain the role of opinion leaders in two-step flow model. Give appropriate examples for both answers. **10**

Q.3 Define characteristics of mass society as explained by Denis McQuail. Do you think mass media influence mass culture? Explain briefly. **10**

Q.4 Explain media effect both in short term and long term perspectives. Explain 'Users and Gratifications' model in this context. **10**

### **PART-B**

Q.5 Define Mass Communication. Does mass communication based only on transmission of information? Explain information society in terms of mass communication. **10**

Q.6 Briefly explain 'normative theories of mass media. Do these theories have any justification in the contemporary era of globalization? **10**

Q.7 Do you think the basic principles of Wilbur Schramm's interpersonal model and David Berlo's communication model are same? Explain it briefly. What are the basic differences between these two models? **10**

**End Semester Examination, Dec. 2019**  
P.G. (DAPR) — First Semester  
**FUNDAMENTAL OF MARKETING (APR-DS-102)**

Time: 2 hrs.

Max Marks: **50**

No. of pages: 2

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

- Q.1 a) What are the 4Ps of marketing?  
b) What is meant by the marketing concept?  
c) What is DAGMAR model?  
d) Define PLC.  
e) Define "Maslow's hierarchy of needs".  
f) Name any two methods of promotion.  
g) What is branding?  
h) Differentiate between marketing and selling?  
i) Choose a suitable distribution channel for  
    a) food grains                      b) Office stationary  
j) What is consumer motivation? **1x10**

**PART-A**

- Q.2 Prepare a SWOT analysis for app based service provider URBAN CLAP **10**
- Q.3 Different types of market segmentation? Prepare a market segmentation strategy for an online furniture store. **10**
- Q.4 Define is product. What are the various factors which plays a vital role in pricing of a product? **10**

**PART-B**



- Q.5 Based on the above image, give the answer of following questions along with the proper explanation.  
a) What was the target market for this advertisement?  
b) What sort of advertising appeal is being used here?  
c) How much might this advertisement have cost if it had appeared in a national newspaper? **10**
- Q.6 Prepare a communication plan for a product/service of your choice at the launch stage. **10**

Q.7 If you were purchasing magazine advertising space for a manufacturer of expensive luxury watches such as Rolex, Cartier or Omega what factors would you consider? How would you select the magazines or other print mediums? **10**

# End Semester Examination, Dec. 2019

## P.G. (DAPR) — First Semester ADVERTISING (APR-DS-103)

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**. Marks are indicated against each question.

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

- a) Maslow's Hierarchy Model.
- b) Any popular advertising agency.
- c) BARC.
- d) Slogan.
- e) Jingle.
- f) Brand positioning.

**2x5**

### **PART-A**

Q.2 What do you understand by the term 'advertising'? Discuss the main objective of advertising? **10**

Q.3 Explain the DAGMAR model of Advertising Communication. **10**

Q.4 Examine and write about one of the ad campaigns by any political party that according to you contributed in their failure or success in the elections. **10**

### **PART-B**

Q.5 Analyse different ethical and regulatory aspects of advertising that should be followed in the advertising industry. **10**

Q.6 "Every department in an ad agency plays an important role in making any campaign successful." Support this statement by discussing various departments in an ad agency and their importance in creating a campaign. **10**

Q.7 Create a jingle for the radio for an already existing product or service. **10**

**End Semester Examination, Dec. 2019**  
P.G. (DAPR) — First Semester  
**CREATIVITY AND CAMPAIGN PLANNING (APR-DS-104)**

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**. Marks are indicated against each question.

Q.1 Briefly discuss on (**any five**) of the following:

- a) Symmetry in design.
- b) Resolution of an image.
- c) Accounts executive.
- d) Visualizer.
- e) Advertisement layout.
- f) Creative brief.

**2x5**

**PART-A**

Q.2 Explain the various kinds of appeals that are used in ad campaigns with appropriate examples. **10**

Q.3 Define layout and describe the various stages between layout and artwork. **10**

Q.4 Define color psychology and indicate various colors that reflect a mood or an emotion. **10**

**PART-B**

Q.5 Select a print media display ad and discuss various elements in a layout such as balance, proportion, mood etc. **10**

Q.6 Analyse the Fortune Oils strategy in choosing Saina Nehwal as its brand ambassador. Do you agree there is a natural synergy between sports and health? **10**

Q.7 A message has to have an 'appeal' in order to get the desired response from the target audience. Explain your answer in the context of various appeals used by creative directors in creating advertising messages. **10**

# End Semester Examination, Dec. 2019

P.G. (DAPR) — First Semester

## DIGITAL MARKETING CONCEPTS AND APPLICATION (APR-DS-105)

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**. Marks are indicated against each question.

Q.1 Briefly discuss (**any five**) the following terms:

- a) Page ranking.
- b) E-Commerce.
- c) Online reputation management.
- d) Google AdWords.
- e) Payment gateways.
- f) ICANN.
- g) Domain name.

**2x5**

### **PART-A**

Q.2 Define digital marketing. Explain the types of web presences.

**10**

Q.3 Explain the benefits and importance of blog marketing.

**10**

Q.4 What is search advertising and write how it is different from display advertising?

**10**

### **PART-B**

Q.5 Define social media marketing; Write a social media-advertising plan for an e-commerce portal.

**10**

Q.6 What is web analytics? How it contributes and benefits digital marketing?

**10**

Q.7 What is fulfilment? Explain fulfilment strategies in digital marketing.

**10**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) — First Semester  
**INDIAN GOVERNMENT AND POLITICS (BAJ-1.1)**

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

- a) What do you mean by the term 'Secular'?
- b) Differentiate between 'Executive' and 'Legislature'.
- c) Name any two regional parties of India.
- d) What is the meaning of Opinion poll?
- e) Write down the full forms of DPSP & EVM.
- f) Mention the current number of seats in Lok Sabha and Rajya Sabha.
- g) Name the following: Defense Minister of India \_\_\_\_\_  
Home Minister of India \_\_\_\_\_
- h) Write down any two fundamental duties of Indian citizens.
- i) What do you mean by 'Monarchy'?
- j) Mention the number of States and Union Territories in India.
- k) Write down any two powers of the Governor of India.

**2x10**

**PART-A**

Q.2 Briefly explain the salient features of the Indian Constitution.

**20**

Q.3 Write a critical review of the recent landmark judgments given by the Supreme Court of India.

**20**

Q.4 Examine the role and functioning of the National Human Rights Commission of India. **20**

**PART-B**

Q.5 "Mass media plays a huge role in shaping India's political scenario". Do you agree with the statement? Justify with relevant examples. **20**

Q.6 "Conducting elections is a very complex task." Do you agree? Discuss with reference to the working of Election Commission of India. **20**

Q.7 Analyze the working and functioning of CBI in the contemporary scenario. **20**

**End Semester Examination, Dec. 2019**  
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 Write short note on (**any five**) of the following:

- a) Mass Media.
- b) Paid News.
- c) Democracy.
- d) Citizen Journalist.
- e) Traditional Media.
- f) Rural Society.
- g) Human Rights.

**4x5**

**PART-A**

Q.2 Define Freedom of Press. How important is the freedom of press for a democratic country. Explain. **20**

Q.3 What do you understand by Human rights? Explain their significance in a civil society. **20**

Q.4 "Media conducts a parallel media trail along with judiciary." Discuss the statement with examples. **20**

**PART-B**

Q.5 Critically evaluate the role of television in creating awareness among masses. **20**

Q.6 "Role of media is not just to entertain and inform but also to empower the people", Discuss in context of Indian media. **20**

Q.7 Critically analyze the role of social media in closing the gap between urban and rural divide. **20**

**End Semester Examination, Dec. 2019**  
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 **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 (**any five**) of the following in brief:

- a) Barriers of Communication.
- b) TAM.
- c) Inter cultural communication.
- d) Group Communication.
- e) Verbal and Non-verbal Communication.
- f) Socialization.
- g) Press Trust of India.

**4x5**

**PART-A**

Q.2 What are the different forms of Human Communication? Explain in detail. **20**

Q.3 Elaborate the functioning, working and composition of 'Audit Bureau of Circulation in India. **20**

Q.4 Trace out the history of Cinema in India and discuss in detail. **20**

**PART-B**

Q.5 Illustrate the role and importance of Seven C'S of Communication. **20**

Q.6 Differentiate between Cinema and Internet Audience Measurement System in detail. **20**

Q.7 Explain the role of Private TV channels in our contemporary society in present scenario. **20**

**End Semester Examination, Dec. 2019**  
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 Attempt **(any five)** questions:

- a) What do you understand by Mesh Network?
- b) What is a Secondary Storage Devices?
- c) Write down any three features of the File Transfer Protocol.
- d) Differentiate between the repeater and router.
- e) What is multimedia?
- f) Name any two secondary storage devices.
- g) What do you mean by Corel Draw?

**2x5**

**PART-A**

Q.2 What is a computer? Explain its generation and characteristics. **10**

Q.3 Elaborate the functioning and composition of Word Processing and Spreadsheet. **10**

Q.4 What are the different forms of networking in the world? **10**

**PART-B**

Q.5 Write a descriptive note on Multimedia Components. **10**

Q.6 Define 'Internet'. What are the advantages and disadvantages of Internet? **10**

Q.7 Write down the name and function of the tools available in the Adobe Photoshop. **10**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – First Semester  
**FILM STUDIES (BAJ-1.5)**

Time: 3 hrs.

Max Marks: 100

**100**

No. of pages: 1

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**. Marks are indicated against each question.

Q.1 Write a short note on (**any five**) of the following:

- a) DOP.
- b) PRO.
- c) Sound recordist.
- d) Story board.
- e) Recce.
- f) Film distributor.
- g) Director.

**4x5**

**PART-A**

Q.2 Define Film Discuss various genre of films. **20**

Q.3 What is studio culture? Is it prevalent in contemporary times? **20**

Q.4 Explain what is story boarding. Discuss in detail its significance in making of a movie. **20**

**PART-B**

Q.5 Critically review any feature film which you have watched recently. Emphasizing on its high and low points. **20**

Q.6 Elucidate the contribution of regional film directors of India in world cinema. Answer with example. **20**

Q.7 Define DOP and OC. Discuss their roles in making of films. **20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Second Semester  
**ECONOMIC DEVELOPMENT AND PLANNING IN INDIA (BAJ-2.1)**

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 Attempt (**any four**) of the following.

- a) Unbalanced growth strategy.
- b) WTO.
- c) Capital accumulation.
- d) Sole proprietorship.
- e) Industrial sickness.
- f) Balance of Payments.

**5×4**

**PART-A**

- Q.2 Describe the concept of economic development. What are some of the common characteristics that can be seen in almost every underdeveloped country? **20**
- Q.3 Explain why problems like illiteracy and poverty still exist in India at such a large scale? What approaches can be adopted for their solutions? Discuss in detail. **20**
- Q.4 Illustrate different patterns of ownerships. Also, discuss the characteristics of all these ownership patterns in detail. **20**

**PART-B**

- Q.5 Analyze the current state of India's economic situation in comparison to other developing economies. Which sectors need to develop the most if we want our country to develop? **20**
- Q.6 "The economic reforms of 1991 changed the face of Indian Politics and saved the country from the economic crisis it had been facing." Do you agree? Justify your statement by explaining the 'New Industrial Policy' of 1991. **20**
- Q.7 Draft a report on the Union Budget 2019 keeping in mind the strengths and weaknesses of the budget according to you. **20**

**End Semester Examination, Dec. 2019**  
BA (Journalism and Mass Communications) – Second Semester  
**BASIC LANGUAGE SKILLS (BAJ-2.2)**

Time: 3 Hrs.  
**100**

Max Marks:

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**. Marks are indicated against each question.

- Q.1 Answer the following:
- a) Define e-newspapers.
  - b) Write down any two examples of outdoor media.
  - c) Define conciseness.
  - d) State the meaning of 'Brevity'.
  - e) What do you mean by social media?
  - f) What does resume mean?
  - g) Mention any two skills required to become a good interviewer.
  - h) Write down the correct spelling of these words:  
Gramatical, Metaphar, Proffessional, Dialoge
  - i) Name the different types of feature stories in journalism.
  - j) Write down any two characteristics of a good television script. **2x10**

**PART-A**

- Q.2 Define Story writing. Analyse the various elements of story writing. **20**
- Q.3 What do mean by Feature? Write a feature on any topic of your choice. **20**
- Q.4 a) Discuss the 7 C's of communication. **10**  
b) Explain the basic principles of writing. **10**

**PART-B**

- Q.5 Write a review of a film (Bollywood/Hollywood) released in 2019. **20**
- Q.6 'Writing for broadcast media is different from writing for social media'. Justify with examples. **20**
- Q.7 "Delhi is becoming the smog capital of the world". With reference to the given statement, write an informative article to sensitise the readers about pollution. **20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Second Semester  
**REPORTING AND EDITING-I (BAJ-2.3)**

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

- a) Who is the Editor of the "Indian Express"?
- b) What do you mean by a banner in newspaper?
- c) Discuss the qualities of a sub editor.
- d) Name any two monthly magazines published for children.
- e) What is the punch line of "The Hindu"?
- f) UNI stand for \_\_\_\_\_.
- g) Who is the director of the Hindi movie "Kesari"?
- h) Who is the present chairman of Prasar Bharti?
- i) DB corp. publishes a newspaper known as \_\_\_\_\_.
- j) Write any five problems faced in investigative journalism.
- k) What is a Tabloid?
- l) What do you mean by convergence?

**2x10**

**PART-A**

Q.2 Discuss the elements of news? Explain the future prospects and problems of newspaper in digital era. **20**

Q.3 How is sports news reported in newspapers and magazines? **20**

Q.4 What are the values of news? Explain in detail. **20**

**PART-B**

Q.5 How would you assess the newsworthiness of an event? Illustrate with suitable examples. **20**

Q.6 What is an exclusive story? Explain with suitable example. **20**

Q.7 Explain different kinds of beats in a newspaper office? **20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Second Semester  
**COMMUNICATION THEORY (BAJ-2.4)**

Time: 3 hrs.  
**100**

Max Marks:

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

- a) Process of Communication.
- b) Noise.
- c) Advantages of group communication.
- d) Free Press Theory.
- e) SMRC Model.
- f) Selective Exposure.
- g) Group Communication.
- h) Bullet Theory.

**2x10**

**PART-A**

Q.2 What are the elements of communication? Support your answer with examples. **20**

Q.3 What is verbal and non-verbal communication? What is their importance in our daily life? **20**

Q.4 What is Agenda Setting Theory? Is it applicable to Indian media? Justify your answer with suitable instances. **20**

**PART-B**

Q.5 Discuss the Normative Theories of Mass Communication and their relevance in today's world. **20**

Q.6 Discuss in detail 'Uses and Gratification' Theory of Communication with appropriate examples. **20**

Q.7 What is propaganda? Discuss few propaganda techniques used in new media. **20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Second Semester  
**ADVERTISING (THEORY) (BAJ-2.5)**

Time: 3 hrs.

Max Marks: **50**

No. of pages: *1*

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

Q.1 Answer the following questions:

- a) AIDCA.
- b) PACT.
- c) Creative department.
- d) Brand Positioning.
- e) Pay-per-lead.
- f) Storyboard.

**2×5**

**PART-A**

Q.2 Describe any five appeals that are commonly used in advertising. What are the main functions of advertising? **10**

Q.3 Explain the various types of advertising agencies. What are the various departments in an ad agency? **10**

Q.4 Examine whether advertising and ethics can go together or not. How does advertising impact the society? **10**

**PART-B**

Q.5 Analyze the factors that influence budgeting. What are the different budgeting methods? **10**

Q.6 "Advertising and Public Relations are two different fields but they both are interrelated and support each other." Evaluate the statement by giving suitable examples. **10**

Q.7 Create an advertisement jingle for any popular brand. Also, mention the target audience for your brand and give the advertisement tagline. **10**

**End Semester Examination, Dec. 2019**  
BA (Journalism and Mass communication) – Third Semester  
**INTERNATIONAL RELATIONS (BAJ -3.1)**

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 Attempt (**any five**) questions:

- a) Name four National Political Parties of India.
- b) Write down the full forms of ASEAN, EU, BRICS and USSR.
- c) Name any four United Nation member Countries.
- d) What do you mean by Panchsheel Agreement?
- e) Which countries are the members of SAARC?
- f) What do you mean by Non Aligned Movement?

**4x5**

**PART-A**

- Q.2 Briefly explain the concept of multipolar, bipolar and uni-polar world. **20**
- Q.3 Analyze the functioning and working of United Nations and Commonwealth in detail. **20**
- Q.4 Define 'international terrorism' and the need to study it in the present scenario. **20**

**PART-B**

- Q.5 Write a detailed note on relations between 'India and Pakistan'. **20**
- Q.6 Throw a light on the 'globalization and its impact' in India. **20**
- Q.7 Discuss India's Foreign Policy with special reference to USA. **20**

**End Semester Examination, Dec. 2019**  
BA (Journalism and Mass communication) – Third Semester  
**PUBLIC RELATIONS AND CORPORATE COMMUNICATION (BAJ-3.2)**

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**. Marks are indicated against each question.

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

- a) History of PR.
- b) Press conference as a communication tool.
- c) PRCI.
- d) Brand image.
- e) PR and code of ethics.
- f) Media relations.

**4x5**

**PART-B**

Q.2 What do you understand by 'Corporate Communication'? Discuss importance? Explain in detail discussing the importance of both internal and external communication. **20**

Q.3 Explain the functions of PR in various sectors in today's time. **20**

Q.4 Illustrate the characteristics of persuasive communication, promotion, publicity and propaganda by giving examples. **20**

**PART-B**

Q.5 Analyse the methods and tools for external communication in corporate communication. **20**

Q.6 "Brand image is not only about visible components and facts, but it also includes the emotions and perceptions people have about that brand." Support the statement by elaborating it and by giving suitable examples. **20**

Q.7 Design a crisis communication strategy taking a case study of any brand which according to you did not handle the crisis communication that well explaining the loopholes in their strategy and how you would have handled it if you were the PR head. **20**

**End Semester Examination, Dec. 2019**  
BA (Journalism and Mass Communication) – Third Semester  
**REPORTING AND EDITING II (BAJ-3.3)**

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 Write short notes on: (**any five**):

- a) Breaking News.
- b) Slug.
- c) Deadline.
- d) Press briefing.
- e) Alert.
- f) Brevity.
- g) Photo cropping.
- h) Pullout.
- i) Arun Shourie.
- j) Khushwant Singh.

**2x10**

**PART-A**

- Q.2 What do you understand by breaking news? Explain the various elements of breaking news with examples. Also discuss the precautions that you would take before breaking any new story. **20**
- Q.3 What is the importance of layout? Explain the different formats with examples. **20**
- Q.4 How are interviews useful to reporters as tool for news gathering? Imagine that you are a newspaper reporter and you were asked to interview the Chief Minister of Haryana. Draw up a list of ten questions that you would ask him in order to extract a good news story. **20**

**PART-B**

- Q.5 What are 5Cs of Editing? Describe the skills-sets required to be a good editorial professional in a newspaper organization. **20**
- Q.6 A reporter is said to be as good as his sources. Explain the statement elaborating on the various sources of news that the reporters rely on as part of their day-to-day functioning. **20**
- Q.7 What is a photo feature? Explain its relevance with regard to both print and online media. **20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Third Semester  
**NEWSPAPER AND MAGAZINE JOURNALISM (BAJ-3.4)**

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**. Marks are indicated against each question.

Q.1 Answer (**any five**) of the following questions:

- a) What is Broadcast Journalism?
- b) Define 'communication'.
- c) Define 'Magazine'.
- d) What is an editorial?
- e) What is a feature?
- f) What is Journalism?
- g) Define desktop Publishing.

**4×5**

**PART-A**

Q.2 Explain in brief the Ownership pattern of newspapers. Add suitable examples to support your answer. **10**

Q.3 Write a short note on "newspaper reporting". Point out the major differences between news writing and feature writing. **10**

Q.4 What is General Interest Magazine? Exemplify its importance in present media scenario. **10**

**PART-B**

Q.5 Explain the 'relationship between authorship and digital age'. Use examples to support your answer. **10**

Q.6 Discuss in detail about website planning. Explain the significance of visual design in online news presentation. **10**

Q.7 Illustrate the elements, principles and techniques of Newspaper design. You may use examples to support your answer. **10**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Fourth Semester  
**EVENT MANAGEMENT (BAJ-4.1 / BAJM-401 / BJ-402)**

Time: 3 Hrs.  
**100**

Max Marks:

*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**. Marks are indicated against each question.

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

- a) Discuss briefly the responsibilities of an event manager.
- b) Explain the need of ethics in the event management industry.
- c) What is the importance of feedback and evaluation in an event?
- d) Discuss briefly the role of media in event promotion.
- e) Explain the 5 C's of event.

**4x5**

**PART-A**

Q.2 "Event industry revolves around all sections of the society but major stress is on corporate sector. Corporate sector visualizes an event as an opportunity to present its services or products in an acceptable manner to the ultimate customer." With reference to the given statement analyse the need and scope of events in the corporate world scenario. **20**

Q.3 What are the major departments of an event team? Discuss the duties and responsibilities of each department with examples. **20**

Q.4 Prepare an event proposal for an inter-university quiz competition. **20**

**PART-B**

Q.5 What do you mean by visual aids? Discuss the use of visual aids in promotion of events. Support your answer with relevant examples. **20**

Q.6 Suppose you have to organize a political rally. How will you plan your event? Also discuss what measures you would take for security and emergency planning. **20**

Q.7 Discuss the role of a sponsor in an event. Prepare a sponsorship proposal for any event of your choice. **20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Fourth Semester  
**PRESS LAWS AND ETHICS (BAJ-4.2)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** 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 four**) of the following:

- a) Briefly discuss the AINEC Code of Ethics.
- b) Differentiate between legality and ethics.
- c) Explain the importance of ethics in journalism.
- d) Discuss the recommendations of the First Press Commission of India.
- e) Write a brief note on Intellectual Property Rights.

**5×4**

**PART-A**

Q.2 Analyse the role of Press Council of India in maintaining and improving the standards of press in India. **20**

Q.3 What do you mean by contempt of court? Discuss the Contempt of Court Act 1971. **20**

Q.4 What do you mean by objectivity in media? Do you think objectivity exists in news media today? Justify your answer with examples. **20**

**PART-B**

Q.5 What are the principles governing media ethics? Discuss in detail **20**

Q.6 Analyse the major ethical issues related to digital media. **20**

Q.7 Write brief notes on:

- a) Yellow journalism.
- b) Sting operations.

**20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Fourth Semester  
**DEVELOPMENT COMMUNICATION (BAJ-4.3)**

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**. Marks are indicated against each question.*

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

- a) Diffusion of Innovation.
- b) GDP
- c) HRD.
- d) Rural Development.
- e) Panchayati Raj.
- f) Gandhian Model.

**2×5**

**PART-A**

- Q.2 Define development communication. Is it development of communication or communication for development? Explain with examples in Indian context. **10**
- Q.3 'Community driven media initiatives have helped in amplifying the voices and concerns of marginalized section in India'. Comment. **10**
- Q.4 Examine the approaches of development communication, policy and planning with suitable examples. **10**

**PART-B**

- Q.5 Critically examine the role of self-help groups in empowering Indian Women. **10**
- Q.6 Define the role of communication in the Third World Countries. Discuss with examples. **10**
- Q.7 Briefly explain the social and economic barriers in Development Communication. **10**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) - Fourth Semester  
**NEW MEDIA (BAJ-4.4)**

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**. Marks are indicated against each question.*

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

- a) C-Dot
- b) E-paper
- c) Copyright
- d) TRAI
- e) DOT
- f) DTP

**4x5**

**PART-A**

Q.2 Briefly explain the history and evolution of New Media. **20**

Q.3 Critically analyze the role and impact of Social Networking Sites on youth. **20**

Q.4 Define National Telecommunication Policy. Discuss with examples. **20**

**PART-B**

Q.5 What is digital divide? How is the concept of digital divide related to the ideas of New World Information and communication order (NWICO)? **20**

Q.6 Discuss in detail the impact of online journalism on Print media. **20**

Q.7 Analyze and evaluate the contribution of VSNL and VSAT in Indian telecom industry. **20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Fourth Semester  
**RADIO JOURNALISM (BAJ-4.5)**

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 five)** of the following terms:

- a) Internet Radio.
- b) FM.
- c) Jingles.
- d) Microphones.
- e) Vox-Pop.
- f) Radio Drama.

**2x5**

**PART-A**

Q.2 Briefly discuss the elements that can enhance the popularity of Radio channel. **10**

Q.3 Discuss the importance of language in Radio news presentation. Distinguish between Radio talk and Radio feature. **10**

Q.4 When it comes to Developmental Communication, Public Broadcast Services are very relevant. Discuss the contribution of All India Radio to the development of our country. **10**

**PART-B**

Q.5 What is radio news reels? Discuss the basic techniques of production of radio news reels? **10**

Q.6 Critically examine the latest trends in Radio programme presentation and Broadcasting techniques. **10**

Q.7 Analyze and evaluate the contribution of Private FM Channels in India. **10**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Fifth Semester  
**MEDIA MANAGEMENT (BAJ-5.1)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** 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 Write short notes on **(any four)** of the following:

- a) Significance of media management
- b) Importance of coordination in media management
- c) MIS design
- d) Any one news agency in India
- e) Universal Studios
- f) TRP

**4×5**

**PART-A**

Q.2 Describe the current scenario of private media and its management in India, citing few examples / case studies. **20**

Q.3 Differentiate the characteristics of the television and print industry with the help of SWOT analysis. **20**

Q.4 Examine the recent trends and technologies that are being used by the media industry today to grow their business and make it popular among the masses. **20**

**PART-B**

Q.5 Analyse the problems and prospects of newspaper industry in India. Also, discuss the problems that the small newspapers face. **20**

Q.6 "Sometimes it gets difficult for the media managers to run the business smoothly along with taking care of all the legal and ethical issues." Do you agree? Support your argument with suitable examples. **20**

Q.7 Create a business model for starting a media company, discussing how you would go about its budgeting, scheduling and monitoring. **20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Fifth Semester  
**MEDIA MANAGEMENT (BAJ-5.1 / BAJM-501)**

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 Write short notes on **(any five)** of the following:
- a) Significance of media management.
  - b) Importance of coordination in media management.
  - c) MIS design.
  - d) Any one news agency in India.
  - e) Universal Studios.
  - f) TRP.

**4x5**

**PART-A**

- Q.2 Describe the current scenario of private media and its management in India touching upon all the important private media organizations. **20**
- Q.3 Differentiate the characteristics of the TV industry and print Industry by doing a SWOT analysis of both. **20**
- Q.4 Examine the recent trends and technologies that are being used by the media industry today to grow their business and make it popular among the masses. **20**

**PART-B**

- Q.5 Analyse the Problems and Prospects of Newspaper Industry in India. Also, discuss the problems that the small newspapers face. **20**
- Q.6 "Sometimes it gets difficult for the media managers to run the business smoothly along with taking care of all the legal and ethical issues." Do you agree? Support your argument with suitable examples. **20**
- Q.7 Create a business model for starting a media company discussing how you would go about its budgeting, scheduling and monitoring. **20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Fifth Semester  
**DESIGN AND GRAPHICS (THEORY) (BAJ-5.2)**

Time: 3 hrs.

Max Marks: **50**

No. of pages: **1**

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

Q.1 Write a short note on the following:

- a) Offset printing.
- b) Tabloid.
- c) Visuals.
- d) Web layout.
- e) Mono Composition.

**2x5**

**PART-A**

Q.2 Discuss the basics of Desktop Publishing. **10**

Q.3 Describe in detail paper finishing technicalities in printing process. **10**

Q.4 Justify the importance of Visuals in any Graphic and Design with suitable examples. **10**

**PART-B**

Q.5 What do you understand by logo designing? Elaborate on its basics, types and techniques. **10**

Q.6 Critically evaluate the role of typography in bringing aesthetic quality to a design. **10**

Q.7 Discuss different kind of layouts with pictorial graphics: Tabloid, Web and magazine. **10**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Fifth Semester  
**TELEVISION JOURNALISM (BAJ-5.3)**

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 five)** of the following:

- a) Octopus software.
- b) Ingest room.
- c) Single camera shoot.
- d) MCR.
- e) Graphics editor.
- f) Sound engineer.

**2x5**

**PART-A**

Q.2 Describe the different types of microphones used in television production. **10**

Q.3 Elucidate the role of a news reporter in a news channel in detail. **10**

Q.4 Describe the various Types of Television Programmes and their salient features. **10**

**PART-B**

Q.5 Write a descriptive note on the art of preparing a TV News Bulletin. **10**

Q.6 "Live Coverage has brought immense changes in television broadcasting". Give comments on the statement with appropriate examples. **10**

Q.7 Create a floor plan for an anchor shoot in a 10 x10 sq. feet studio. **10**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Fifth Semester  
**PHOTOJOURNALISM (BAJ-5.4)**

Time: 2 hrs.

Max Marks: **50**

No. of pages: **2**

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

Q.1 Multiple choice questions:

- a) The worlds oldest surviving photograph was taken in  
i) 1826      ii) 1836      iii) 1846
- b) What is a 'dolly'?  
i) A tripod with wheels      ii) A remote flash      iii) A camera case
- c) Who coined the term 'photography'?  
i) Fox Talbot      ii) Nicephore Niepce      iii) Sir John Herschel
- d) What is the angle of view on a fisheye lens?  
i) 180 degrees      ii) 225 degrees      iii) 270 degrees
- e) What is the simplest thing you can change on your camera to vary the depth-of-field?  
i) Focal Length      ii) Shutter speed      iii) Aperture
- f) Which of these is best suited to low light photography?  
i) Low ISO setting  
ii) Fast shutter speeds  
iii) Low f-number for the aperture
- g) The term 'camera obscura' literally means what?  
i) Dark box      ii) Lens      iii) Dark Chamber
- h) Which company, founded in 1888, used the slogan "You press the button and we do the rest"?  
i) Fujifilm      ii) Kodak      iii) Leica
- i) DPI stands for  
i) Data per inch  
ii) Data parameter institute  
iii) Dots per Inch
- j) What are barn doors?  
i) Light Control      ii) Studio lights cutter      iii) Light Edges.

**1x10**

**PART-A**

- Q.2 What are the different components of a camera? Explain them in detail. **10**
- Q.3 Explain various kind of lens used in wedding and product shoot. What are the specialities you require for these kinds of shoots? **10**
- Q.4 Explain the working pattern of a DSLR camera with a diagram. **10**

**PART-B**

- Q.5 Suppose you are photo journalist in a leading national newspaper and covering the crime beat. What will be your basic camera accessories? Discuss how you will handle a situation in which you need to click some photographs as an undercover reporter. **10**



- Q.6 Discuss the above photograph in reference to the frame composition. What kind of photo manipulation can be used if it is black and white photo? **10**
- Q.7 If you are doing a portrait shoot of a model inside a studio, what kind of lighting would be required by you? Create a diagram of your lighting positions. **10**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Fifth Semester  
**COMMUNICATION RESEARCH (BAJ-5.5)**

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 Briefly discuss (**any five**) of the following:

- a) 4 P's of Communication Research
- b) Validity
- c) APA style
- d) Participatory Observation
- e) Opinion Polls
- f) Indian Readership Survey (IRS)
- g) Television Audience Measurement (TAM)

**2x5**

**PART-A**

Q.2 Differentiate between Qualitative and quantitative research approaches **10**

Q.3 Explain research design and state ITS significance. **10**

Q.4 What is the importance of knowing how to do research? **10**

**PART-B**

Q.5 Define interview method. Design interview questions to study the problem of social media addiction among in youth. **10**

Q.6 What is the case study method? Discuss the criteria for evaluating case study. **10**

Q.7 What are the different steps of research process? Briefly outline research process to study listenership of any FM radio station in your city. **10**

**End Semester Examination, Dec. 2019**  
BA (Journalism and Mass Communication) – Third Semester  
**SKILLS OF MEDIA WRITING (BAJ-GE-01)**

Time: 2 hrs.

Max Marks: **50**

No. of pages: 2

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

- Q.1 a) Rephrase the sentence without changing its meaning. Use the word in brackets. Please do not change the tense in the sentence  
Eg: There were lights on the spacecraft. (had)  
The spacecraft had lights on it.  
i) I had my old coat on. (wearing)  
ii) I was on a holiday and you were on holiday too (we).  
iii) It isn't true that I made a mistake (didn't)  
iv) The boys were in the middle of a game of cards (playing)  
v) My friend was the winner of the competition (won) **1x5**
- b) Please paraphrase the following quote of Prime Minister Narendra Modi:  
I was born in a very poor family. I used to sell tea in a railway coach as a child. My mother used to wash utensils and do lowly household work in the houses of others to earn a livelihood. I have seen poverty very closely. I have lived in poverty. As a child, my entire childhood was steeped in poverty - Narendra Modi. **5**

**PART-A**

- Q.2 Is writing an art or craft? Explain, giving examples. **10**
- Q.3 How is writing for print media different from writing for broadcast media? Give your explanation citing examples. **10**
- Q.4 Write a 150-word article on any recently passed Supreme Court judgment. **10**

**PART-B**

- Q.5 Discuss the difference between an editorial and a news report, giving examples. **10**
- Q.6 Write a news report based on the press release given below, giving suitable headline:  
The Union Minister of Women and Child Development (WCD) and Textiles, Smriti Zubin Irani, announced that WCD Ministry along with NITI Aayog will prepare a framework for a national plan for States/ Union Territories by early next year for better implementation of all the Central and States policies and programmes for women and children. The Minister was speaking at the two-day national conference organized by the Ministry of WCD in New Delhi on 13th – 14th November 2019.

Smriti Zubin Irani said that this national conference is a fine example of cooperative federalism where Centre and States have come together to share and adopt best practices/suggestions for the larger welfare of women and children of our Nation.

WCD Minister also suggested that a protocol may be developed for ranking of states/ UTs doing commendable work for women and children and also ranking of child care institutions in the States/ UTs.

The two-day national conference was attended by Secretary Ministry of WCD and all senior officials of the Ministry and Secretaries and representatives working with the Departments of Women and Children in States/ UTs. Various presentations were made at the two-day conference on Anganwadi Services, Skill Gaps and Entrepreneurship Issues for Women and Children, Pradhan Mantri Matru Vandana Yojana (PMMVY), Beti Bachao Beti Padhao (BBBP) Mission and Child Protection Services and Safety and Security of Women and Children in India. Discussions were held on various issues like non-utilization of funds, Child Care Institutions (CCI), implementation of Central Schemes like Mid-Day Meal, Anganwadi, POSHAN, lack of gender specific data, feedback regarding implementation of Central Schemes for women and children and various constraints faced by WCD Departments in States and UTs. **10**

Q.7 Compress the following news report into the 60-word format and draft two news flashes on the following news report:

New Delhi (AP) -- More than 1,000 members of the LGBTQ community and their supporters marched through New Delhi on Sunday to celebrate India's sexual diversity, which they said is progressing but still has a long way to go to become a more accepting place for them.

Carrying rainbow flags, balloons and placards and dancing to the beat of drums, they demanded self-identification in any gender for legal recognition rather than first registering as a transgender and then providing proof of surgery to authorities, as suggested by a government bill.

They said in a statement that the bill, yet to be approved by India's Parliament, contradicted a landmark judgment by India's top court last year striking down a colonial-era law that made gay sex punishable by up to 10 years in prison.

The statement said the bill "directly discriminates against the community and strips them of dignity." They urged lawmakers to make changes to the bill before it becomes law. **10**

**End Semester Examination, Dec. 2019**  
BA (Journalism and Mass communication) –Third Semester  
**FASHION COMMUNICATION (BAJ-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**. Marks are indicated against each question.

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

- a) Fashion styling.
- b) Any one fashion blogger.
- c) Origin of fashion communication.
- d) Celebrity endorsement.
- e) Any fashion trend shown in a movie that went viral.
- f) Any one popular fashion brand.

**2x5**

**PART-A**

Q.2 What do you understand by fashion psychology? How does fashion work as a visual language and communicate about your personality? Explain with examples. **10**

Q.3 Discuss the most popular tools and techniques used to represent fashion in today's time. **10**

Q.4 Examine the concept of 'visual merchandising' by describing the image of a fashion brand how its visual merchandising help in maintaining that image. **10**

**PART-B**

Q.5 Illustrate the qualities that are required in a fashion journalist. How important are communication and photography skills in this field? **10**

Q.6 "Fashion journalism as a profession is still not given the respect and seriousness it deserves, especially in India". Do you agree? Justify your argument. **10**

Q.7 Design a fashion article or report on any recent news, event or trends. **10**

## End Semester Examination, Dec. 2019

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

### HUMAN RIGHTS AND MEDIA (BAJ-GE-03)

Time: 2 hrs.

Max Marks: 50

No. of pages: 1

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

Q.1 Explain **Any Five** of the following in one or two sentences:

- a) NHRC
- b) Liberty
- c) Equality
- d) Justice
- e) Unity in diversity
- f) Social Responsibility.

2x5

#### PART-A

Q.2 Define Human rights and trace the history of the concept.

10

Q.3 How much fairly and consistently do the media cover human rights issues? Give your analysis with examples.

10

Q.4 Discuss the Universal Declaration of Human Rights and how it has played a major part in promoting human rights for the people across the world.

10

#### PART-B

Q.5 Recount a case of human rights violation and discuss its various ramifications.

10

Q.6 "Media is a powerful entity but has a huge social responsibility in today's world". Do you agree with statement? Discuss with suitable examples.

10

Q.7 Briefly discuss the various theories of human rights and their relevance.

10

## End Semester Examination, Dec. 2019

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

### ENTERTAINMENT AND BUSINESS JOURNALISM (BAJ-GE-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 five** of the following:

- a) B2B websites.
- b) Soap operas.

- c) Business reporting.
- d) Reality Show.
- e) Paparazzi culture.
- f) Sensex.
- g) GDP Growth.

**2x5**

**PART-A**

- Q.2 Briefly explain the different aspects of reporting on film industry. **10**
- Q.3 Critically review a Bollywood movie you have just seen. **10**
- Q.4 Discuss the important types of news and programming in business news channels. **10**

**PART-B**

- Q.5 Write a descriptive note on the business coverage in general newspapers. **10**
- Q.6 Elaborate the roles and responsibilities of a business reporter. **10**
- Q.7 Critically evaluate the increasing dominance of entertainment in news media. **10**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – First Semester  
**INDIAN GOVERNMENT AND POLITICS (BAJM-101)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

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

- Q.1 Answer the following questions:
- |   |          |
|---|----------|
| a) Mention any two Directive Principles of State Policy.              | <b>2</b> |
| b) What is the meaning of the word 'Sovereign'?                       | <b>2</b> |
| c) What do you mean by Monarchy?                                      | <b>2</b> |
| d) What is the eligibility criterion for being the Governor of India? | <b>3</b> |
| e) Write down any three powers of the President of India.             | <b>3</b> |
| f) Write down the full forms of IB, CAG and EVM.                      | <b>3</b> |
| g) What do you mean by Lokpal and Lokayuktas?                         | <b>5</b> |

**PART-A**

- Q.2 "A vote is like a rifle: its usefulness depends upon the character of the user". Justify the statement. **20**
- Q.3 Elaborate the functioning, working and composition of panchayat in India. **20**
- Q.4 Write a detailed note on 'National Human Rights Commission'. **20**

**PART-B**

- Q.5 Discuss the legal and ethical aspects of Opinion and Exit polls in India. **20**
- Q.6 Write a detailed note on the functions and importance of NHRC. **20**
- Q.7 What is the role of mass media in the political scenario of India? Explain with relevant examples. **20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – First Semester  
**INDIAN SOCIETY AND ECONOMICS (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.

**5x4**

**PART-A**

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

**20**

Q.3 Discuss major religion of India in detail.

**20**

Q.4 Write a note on Indian Art and Culture.

**20**

**PART-B**

Q.5 What is Women Empowerment? Discuss the various schemes by Government of India for empowering women.

**20**

Q.6 Explain the following in detail:

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

**20**

Q.7 Enumerate the role of Agriculture and Banking system in Indian Economy.

**20**

## End Semester Examination, Dec. 2019

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

### BASIC LANGUAGE SKILLS (BAJM-104)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

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

Q.1 Fill in the blanks with the most appropriate form of *verbs* given in the bracket:

- a) When I (i) \_\_\_\_\_ (arrive) at the station, Sunita (ii) \_\_\_\_\_ (wait) for me. She (iii) \_\_\_\_\_ (wear) a blue dress and (iv) \_\_\_\_\_ (look) very pretty. As soon as she (v) \_\_\_\_\_ (see) me, she (vi) \_\_\_\_\_ (shout) something but I could not hear what she said. **10**
- b) I (i) \_\_\_\_\_ (come) in very late last night and unfortunately, the dog (ii) \_\_\_\_\_ (wake) up and (iii) \_\_\_\_\_ (start) to bark. This (iv) \_\_\_\_\_ (awake) my mother. She € (v) \_\_\_\_\_ (not hear) my voice because the dog (vi) \_\_\_\_\_ (bark) very loudly. **10**

#### **PART-A**

- Q.2 a) Write a letter applying for the job of a hotel manager in S. Chandra Lane, Kolkata. Briefly let them know about your experience through CV and application forms enclosed. **10**
- b) You went out to have dinner with your family to Happy Eaters Restaurant, Karol Bagh, Delhi. You had a bad experience. Write a letter of complaint to the manager. **10**
- Q.3 a) Write a letter to the editor of newspaper apropos your views on the news article on HIV/AIDS and the latest treatment available. **10**
- b) Prepare a CV, as if you are applying for the job of a cameraman. **10**
- Q.4 Write an article on **(any one)** topic given below in 200-250 words.
- a) Write about how you spent a week living like a homeless/poor person and what it taught you?
- b) How you got the job as a hospital volunteer going around talking to people with terminal illnesses. **20**

#### **PART-B**

- Q.5 a) Describe the various concepts of News. **10**
- b) Describe News values in detail. **10**
- Q.6 Write short notes on **(any four)**:
- a) 7 C's of communication.
- b) Importance of taking notes.
- c) Hard News and soft News.
- d) Global warming and its impact.
- e) Press release.
- f) Advertorial. **5x4**

Q.7 Whales are normally gentle. They show every sign of wishing to spare man from harm. Many whales exhibit strong family ties. The young ones remain with their parents for upto 15 years or more. In times of stress, whales look after one another. A group migrates at the speed of the slowest baby. Maternal instincts are also highly developed. Because a calf is born under water, the mother must get it to the surface before it dawns. Often another whale will help in such situations. Mother whale behaves like human beings. They have been seen fondling their bodies. Their flippers are used like hands to clasp, coax and discipline their babies. As whales mature slowly and do not reproduce quickly, accurate information about them is necessary. The fear of extinction of whales is seen with suspicion. Endangered species are species which would soon become extinct.

Answer the following questions:

- a) Whales exhibit strong family ties, why?
- b) What are endangered species?
- c) How can you draw similarities between whales and human beings?
- d) What is the basic nature of whales?

**5x4**

## End Semester Examination, Dec. 2019

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 reason behind world war one and what were its consequences.

**20**

Q.3 Throw light on the basic concept behind Global warming. Its reasons. Suggest how global warming can be decreased?

**20**

Q.4 Write a note on India's role on in Doklam and its relationship with Pakistan and China.

**20**

#### **PART-B**

Q.5 "Terrorism in World is a threat to development" Explain.

**20**

Q.6 How Human Rights convention tried to change the plight of common man and soldiers all over the world?

**20**

Q.7 Explain how social media has become an effective tool for political campaigning.

**20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Second Semester  
**IT FOR MEDIA (BAJM-202)**

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

- a) What is push messaging?
- b) Who is the current CEO of Microsoft?
- c) Name any two input devices.
- d) Name any two audio editing software.
- e) Who is the founder of Google?
- f) What is the PPC?
- g) Which number system is understood by computer?
- h) What is RAM?
- i) Name any two output devices used for display?
- j) Name any two internet service providers.
- k) FTP stands for \_\_\_\_\_.
- l) Which kind of ink is used for non-impact printers?
- m) LED stands for \_\_\_\_\_.

**2×10**

**PART-A**

Q.2 a) Write short notes on the following:

- i) Macintosh operating system.
- ii) Control unit.

**5×2**

b) What do you understand by router and server? Explain them in detail.

**10**

Q.3 What do you understand by router and server? Explain them, in detail.

**20**

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

**10**

b) What do you understand by characteristics of computer? Elaborate them.

**10**

**PART-B**

Q.5 a) Adobe Photoshop and Coral draw are two different software. Elaborate with examples.

**7**

b) How a brand can be promoted through online media? Explain various types and medium which are used for it.

**7**

c) Explain the following terms in detail:

- i) Ring topology.
- ii) MAN.

**3×2**

Q.6 Do you think that the online media is actually surpassing the print media as the market expands? Support your answer with suitable examples.

**20**

Q.7 a) How does computing evolve from abacus to modern super computers? Explain various stages and generations.

**10**

b) How internet is changing the present scenario of journalism? Discuss the various advance technologies and their need in the broadcast media. **10**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Second Semester  
**FILM STUDIES (BAJM-203)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

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

**2x10**

**PART-A**

- Q.2 a) What do you mean by Genre? Explain with examples. **10**  
b) Write a short note on crossover cinema. **10**

Q.3 Write a detailed biography of any two pioneers of Indian Cinema. **20**

- Q.4 Explain the following in detail:  
a) Breaking down the Script.  
b) Popular culture.

**10x2**

**PART-B**

Q.5 Write a detailed note on pre-production and post-production. **20**

Q.6 What do you mean by a Plot? Discuss in detail how a plot is developed? **20**

Q.7 Write a detailed note on the following iconic film directors of India:

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

**20**

**End Semester Examination, Dec. 2019**  
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 question.

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

- a) What is an Ordinance?
- b) Name any two International News Agencies.
- c) *Julianne Assange* is \_\_\_\_\_.
- d) Who is the I and B Minister of India?
- e) What is *Samvadkaumadi*?
- f) Write any two newspaper associated with Mahatma Gandhi.
- g) Who is the Chairman of Prasar Bharti?
- h) *ASCI* stands for \_\_\_\_\_.
- i) *BCCL* is the owner of \_\_\_\_\_.
- j) *DAVP* is \_\_\_\_\_.
- k) Who is ChandanMitra?
- l) What is *Libel*?
- m) Television came to India in \_\_\_\_\_.

**2x10**

**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 Press Journalism in India. **20**

Q.12 Discuss the role of Social Media in Journalism with reference to Citizen Journalism. **20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) — Third Semester  
**COMMUNICATION THEORY (BAJM-302)**

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

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

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

- a) Elements of communication.
- b) Feedback.
- c) Seven Cs of communication.
- d) Two step flow model.
- e) Intrapersonal communication.
- f) Hypodermic needle model.
- g) Noise.
- h) SMRC model.
- i) Selective exposure.
- j) Group communication.
- k) Bullet theory.
- l) Body language.

**2x10**

**PART-A**

- Q.2 a) Multistep Theory is extended version of Two Step Theory. Explain in detail. **10**  
b) Discuss the barriers to effective communication. **10**
- Q.3 a) What are the essential qualities required to be a good communicator? **10**  
b) Examine the importance of mass communication in a developing country like India. **10**
- Q.4 a) What are the essential functions of communication? Explain with examples. **10**  
b) What is verbal and non-verbal communication? What is their importance in our daily life? **10**

**PART-B**

- Q.5 Make a comparative analysis of 'Authoritarian and Free Press' theory. **20**
- Q.6 Describe Shannon and Weaver's model of communication with the help of a diagram. **20**
- Q.7 Explain the following models in detail:  
a) Newcomb's Model.  
b) Harold Lasswell Model. **10x2**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Third Semester  
**ADVERTISING (BAJM-303)**

Time: 3 hrs.  
**100**

Max Marks:

No. of pages:

1

Note: Attempt **EIGHTH** question 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 Call of Action?
- b) What is Story Board?
- c) What do you mean by OOH media?
- d) Define 'public opinion'.
- e) Who is the CEO of FaceBook?
- f) What do you mean by tweet?
- g) Who is the manufacturer of Dove Soap?
- h) Akshay Kumar is associated with which brand?
- i) What is the tag line of Bingo Chips?
- j) What do you mean by USP?
- k) Who is the father of Advertising?
- l) Differentiate between advertising and propagands.
- m) What is the tag line of Trivago?

**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.10 What do you mean by market segmentation? Draw a market segmentation chart for any consumer product. **20**
- Q.11 Explain sales promotion in detail. Throw light on various tools and techniques of sales promotion. **20**
- Q.12 Explain the importance of advertising in economy of any country. Throw light on various types of advertising with suitable example **20**

**End Semester Examination, Dec. 2019**  
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 **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** 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 a) What is caption writing? How is it different from other forms of writing? Explain with examples. **10**
- b) What is rule of 3rd? How it can be used in frame composition? Elaborate it with diagram. **10**
- Q.3 a) Explain various kind of filters used in photography in detail. **10**
- b) What are the qualities required for a photograph to accompany a certain story? Explain the procedure to be followed by photo editor to select the photo. **10**
- Q.4 a) What do you understand by studio lighting? What kinds of lights are used in shoot? **10**
- b) What is tilting and panning? Elaborate it with examples. **10**

**PART-B**

- Q.5 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.6 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.7 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. 2019**  
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.5 Explain the working of a SLR camera? Elaborate the lens opening and falling of light on film with the help of diagram.  
**20**
- Q.6 Why a photographer needs to be cautious about the surroundings while clicking the photo? What are the concern points he/she should keep in mind?  
**20**
- Q.7 Explain various kind of lens used in wedding and product shoot. What are the specialties you require for these kinds of shoots?  
**20**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Third Semester  
**PUBLIC RELATIONS AND CORPORATE COMMUNICATION**  
**(BAJM-305)**

Time: 3 hrs.  
**100**

Max Marks:

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**. All questions carry equal marks.

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

- a) Name two stake holders of PR.
- b) Give the full form of PRSA.
- c) \_\_\_\_\_ relates to public relations role in helping to bring together organizations and individuals with key stakeholders.
- d) Attendance at \_\_\_\_\_ are essential for a PR professional.
- e) Updating Corporate News, Corporate Blogs, Social Media are \_\_\_\_\_ trends.

**State whether the following statements are TRUE or FALSE:**

- f) Public relations deal with reality.
- g) PR practitioners must have the guts to say no to a client.
- h) The PR field requires multidisciplinary applications.
- i) Public relations mixes reality with fiction.
- j) Community plays an important role in PR.
- k) We should have only intuition to reach public.
- l) Marketing materials are not important in a business event.

**2x10**

**PART-A**

- Q.2 PR and Media share a symbiotic relationship with each other. Discuss in the context of interdependence of Media and PR. **10**
- 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. **10**
- Q.4 Discuss the relevance of ethics in PR with relevant examples. **10**
- 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. **10**
- 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. **10**
- Q.7 Define Public Relations. Explain how it is different from Propaganda. **10**
- Q.8 Discuss in detail the emerging trends in public relations industry in the country. **10**
- Q.9 Discuss the emergence of corporate communications function in India. **10**

**PART-B**

- Q.10 a) Discuss the role of PRSI and how is it different from PRSA in the context of Indian society.  
**10**
- b) 'Social media and social marketing are interlinked'. Discuss this statement in the context of Maggie Noodles.  
**10**
- Q.11 '*A company culture is the reflection of the society*'. Elaborate the statement with suitable examples.  
**20**
- Q.12 Discuss the crises communication with the examples of Jet airways and Brussels terror attack.  
**20**

# End Semester Examination, Dec. 2019

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

- a) Variable.
- b) Hypothesis.
- c) 4 P's of Communication Research.
- d) Validity.
- e) APA style.
- f) Participatory Observation.
- g) Opinion Polls.
- h) Indian Readership Survey (IRS).
- i) Television Audience Measurement (TAM).
- j) Broadcast Audience Research Cell (BARC).
- k) Audit Bureau of Circulation. (ABC)
- l) Abstract.

**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 Define interview method. Design interview questions to study problem of social media addiction in youth. **20**
- Q.6 What is a case study method? Discuss the criteria for evaluating case study. **20**
- Q.7 What are the different steps of research process? Briefly outline research process to study listenership of any FM radio station in your city. **20**

# End Semester Examination, Dec. 2019

## 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**. Marks are indicated against each question.

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.

**4x5**

### **PART-A**

Q.2 Relevance of Traditional Media in Development Communication Discuss with examples. **20**

Q.3 Identify at least two information communication technologies that can be used for development in India. **20**

Q.4 Discuss why it is important for people to participate in their own development. **20**

### **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. 2019**  
B.A. (Journalism and Mass Communication) — Fourth Semester  
**NEWSPAPER AND MAGAZINE JOURNALISM (BAJM-404)**

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

- a) **What is Broadsheet?**
- b) **What do you mean by Beat?**
- c) **Define the major trends and future in newspapers.**
- d) **RNI Stand for \_\_\_\_\_.**
- e) **What is teleprinter?**
- f) **Write a note on column writing.**
- g) **Who was Neerav Modi?**
- h) **Name any two fashion magazines of India.**
- i) **What is the name of largest selling magazine of India?**
- j) **What do you mean by exclusive news?**
- k) **Define 'a accredited reporter'.**
- l) **Name any two print media related softwares.**

**2×10**

**PART-A**

Q.2 a) Write a note on "Future of Print media in India".

**10**

b) Throw a light on the various types of magazines in India.

**10**

Q.3 a) What points on should keep in mind while writing a coloumn?

**10**

b) What is a bureau? What are the responsibilities of a bureau chief?

**10**

Q.4 a) Discuss recent trends of newspaper industry in India with suitable examples.

**10**

b) Discuss qualities, role and responsibilities of a reporter in detail.

**10**

**PART-B**

Q.5 How is news writing different from feature writing for a magazine? Discuss in detail. **20**

Q.6 Define 'layout and design'. Also, discuss the problems faced by magazine industry in detail. **20**

Q.7 Discuss the concept of editing. Do you think that structure act as a gatekeeper in a news room? **20**

**End Semester Examination, Dec. 2019**  
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 'Folk Media'.
- b) Tamasha is a folk form of Gujarat. (**True/False**)
- c) Write any one feature of folk media.
- d) Define 'culture'.
- e) Define 'communication'.
- f) Mention any one traditional dance form of North India.
- g) Song and Drama Division was formed in the year \_\_\_\_\_
- h) Define 'tradition'.
- i) Mention any folk theatre of Eastern India.
- j) Therukoothu is a folk form of \_\_\_\_\_.
- k) Define 'Archives'.
- l) Pithora paintings are popular in \_\_\_\_\_ region.
- m) What is the full form of IPTA?
- n) Yakshagana is a folk form of \_\_\_\_\_.
- o) Mention a folk song of Jammu and Kashmir.

**2x10**

**PART-A**

Q.2 What do you understand by folk media? What are the strengths and advantages of traditional folk media? **20**

Q.3 Discuss puppetry? Explain the various types of puppetry. **20**

Q.4 Examine the major problems women face in Indian society? Elaborate with suitable examples. **20**

**PART-B**

Q.5 Explain the following:

- a) Role of Folk media in rural development.
- b) Advantages of traditional media

**10x2**

Q.6 Define Folk Media. Discuss the various forms of Folk Media? **20**

Q.7 How does the traditional media help in promoting Health and Tourism? Elaborate with the help of appropriate examples. **20**

**End Semester Examination, Dec. 2019**  
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 is Online Journalism? What are the steps to be followed while editing an online copy? **20**
- Q.3 How would you define Internet advertising? Briefly discuss the different types of innovative advertising on the Internet. **20**
- Q.4 Write notes on the following:
- a) Copyright.
  - b) Traditional Media.
  - c) Facebook.
  - d) Defamation. **5x4**

**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 Write a note on Cyber-crimes of the following:
- a) Phishing.
  - b) Email bombing.
  - c) Cyber terrorism.
  - d) Ransomware. **5x4**

**End Semester Examination, Dec. 2019**  
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 Fairness? **2**
  - b) What is hacking? **2**
  - c) What is yellow journalism? **2**
  - d) Write a brief note on AINEC code of ethics. **5**
  - e) What do you mean by cyber-crimes? **4**
  - f) What do you mean bias reporting? **3**
  - g) What do you understand by values? **2**

**PART-A**

- Q.2 'Freedom of expression is universal human right'. Critically analyze the statement giving suitable examples. **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 Discuss the norms of journalistic ethics in detail. **20**
- Q.6 Write a detailed note on invasion of privacy giving suitable examples. **20**
- Q.7 Write a detailed note on plagiarism and copyright issues. **20**

**End Semester Examination, Dec. 2019**  
BA (Journalism and Mass Communication) - Fifth Semester  
**RADIO JOURNALISM (BAJM-504)**

Time: 3 Hours  
**100**

Max Marks:

No. of pages:

1

Note: Attempt any **EIGHT** questions in all. **Q.1 is compulsory**. Attempt **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:
- What do you mean by Radio Journalism?
  - What is Byline?
  - Name any two famous radio Commentators.
  - What do you mean by Vox Pop?
  - In which year Vivid Bharti started in India?
  - In which year Radio separated from Television?
  - Who was the first Controller General of Indian Radio?
  - What do you mean by Community Radio?
  - What do you mean by AM and FM?
  - Write the full form of TRAI.
  - Write any two functions of Radio.
  - Who is the Information and Broadcasting Minister of India?
  - In which year Yuva Vani came in India?
- 2x10**

**PART-A**

- Q.2 If you have to interview any politician of your choice, how will you prepare yourself for the same? Explain.  
**8**
- Q.3 Explain how FM revived All India Radio? Differentiate between Private and Govt. Radio Channels.  
**8**
- Q.4 Write down a script for a Radio programme on "Swachh Bharat Abhiyan"  
**8**
- Q.5 Discuss the future prospects of Radio industry in India  
**8**
- Q.6 Throw light on the uses and types of Mics available in Radio industry.  
**8**
- Q.7 Write a note on "Radio industry and economic development in India."  
**8**

Q.8 Throw light on various types of Radio and their uses.

**8**

**PART-B**

Q.9 Describe the organizational structure of a government radio channel? How is the working of a Private radio channel different from its government counterpart? **20**

Q.10 "No matter how much technology has advanced, Radio has always proven its worth at the time of crisis". Justify the statement. **20**

Q.11 What are the basic rules and requirements one should keep in mind while making a radio documentary? How will you prepare yourself for taking a 15 minute interview of any Central Minister?

**20**

**End Semester Examination, Dec. 2019**  
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) What do you mean by 'redundancy' in writing?
- b) Define 'language'.
- c) Define 'mediated communication'.
- d) What do you mean by 'paraphrasing'?
- e) Define a Letter-to-the-Editor.
- f) What do you mean by a stringer?
- g) Define 'syndicate journalism'.

**2×5**

**PART-A**

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

Q.3 "Writing is an art or a craft" Justify. **10**

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

**PART-B**

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

Q.6 What are the qualities required for a media person? Explain. **10**

Q.7 How media writing is different from other forms of writing? Explain. **10**

**End Semester Examination, Dec. 2019**  
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 the following questions:

- a) What is a trend?
- b) Who is the brand ambassador of Lakme?
- c) Name any two famous fashion programs.
- d) Who is the brand ambassador of Maybelline?
- e) What do you mean by branding?

**2×5**

**PART-A**

Q.2 Describe fashion journalism in detail.

**10**

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

**10**

Q.4 Write a note on 'fashion and youth'.

**10**

**PART-B**

Q.5 Write a short note on "Fashion Promotion" with examples.

**10**

Q.6 Discuss "Visual Merchandising" in detail.

**10**

Q.7 Explain the importance of branding and retailing in fashion.

**10**

**End Semester Examination, Dec. 2019**  
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 **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) Prarthna Samaj.
- b) Deoband School.
- c) Aligarh School.
- d) Religion in India.

**5x2**

**PART-A**

- Q.2 Discuss the importance of Industrialization in detail. **10**
- Q.3 Throw a light on impact of west on Indian society. **10**
- Q.4 How literature and language plays an important role in the growth of a Society? **10**

**PART-B**

- Q.5 Discuss the Religious revivalism in India. **10**
- Q.6 Explain the rise of Middle class in India. **10**
- Q.7 Write in brief the impact of Christian Missionaries in uplifting education sector of India. **10**

**End Semester Examination, Dec. 2019**  
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**. Marks are indicated against each question.*

Q.1 Attempt all of the following:

- a) Define organizational behaviour.
- b) Define key elements of OB.
- c) Explain the scope of organizational behaviour?
- d) Define Autocratic model of an organizational behaviour.
- e) Define departmentalization.
- f) Give at least two organizational principles.
- g) Define leadership.
- h) Define intra group behaviour.
- i) Define stress.
- j) Define division of labour.

**1×10**

**PART-A**

Q.2 Explain with examples two methods of team management. **10**

Q.3 Discuss types of activities undertaken by organizations to manage stress in employees. **10**

Q.4 Explain five stage model of group development. **10**

**PART-B**

Q.5 "The culture of an organization depends upon the behavior of the employees". Discuss. **10**

Q.6 "The climate of an organization is shaped by upper management". How? **10**

Q.7 "If culture represents the personality of the organization". Discuss. **10**

**End Semester Examination, Dec. 2019**  
B.A. (Journalism and Mass Communication) – Fourth Semester  
**HUMAN RESOURCE DEVELOPMENT (BAJM-OE-05)**

Time: 3 hrs.

Max Marks: **50**

No. of pages: **1**

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

- Q.1 Write short note on (**any two**) of the following:
- a) Importance of Human Resource Development.
  - 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 stages of Human Resource Development. **10**
- Q.7 Explain the role of technology in making Human Resource Development plans more effective. **10**

**End Semester Examination, Dec. 2019**  
Bachelor of PGD(ADPR) – Second Semester  
**CREATIVITY AND COMPAGN PLANING (PGDAPR-203)**

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**. Marks are indicated against each question

- Q.1 Answer the following
- a) Flight.
  - b) GRP.
  - c) Media Mix.
  - d) Scheduling.
  - e) TAM.

**2x5**

**PART-A**

- Q.2 Define Creativity and discuss theories associated with it that helped in shaping up creativity theoretically. **10**
- Q.3 What do you understand by Social Media Campaign? Explain with the help of suitable examples? **10**
- Q.4 Briefly discuss the importance of copy writing and its major characteristics. **10**

**PART-B**

- Q.5 Why Market Research is important in understanding and penetrating the market? **10**
- Q.6 What do you understand by a campaign and how many types of campaigns are there? **10**
- Q.7 What are the basic fundamentals of making a Creative Design brief? Create and write a creative brief for any product of your choice. **10**