

End Semester Examination, Dec. 2021

BA (Hons.) ENGLISH – Third Semester WOMEN'S WRITING (BENG-DS-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 in short (**any four**)

- a) So we must meet apart –
You there – I – here –
With just the Door ajar
That Oceans are – and Prayer –
And the White Sustenance –
Despair -
- b) I have done it again.
One year in every ten
I manage it -
- c) That stare of perpetual surprise
in those great green eyes
will teach you
to die alone.
- d) Out of the ash
I rise with my red hair
And I eat men like air.
- e) What is the Resting Cure? What are its consequences?
- f) Talk about the symbolism of the pear tree in 'Bliss'.

5x4

PART-A

- Q.2 How would you describe the relationship between Mr. _____ and his father, and the relationship between Harpo and Mr. _____? [CO-1] [L-2] **20**
- Q.3 Critically appreciate the poem 'I cannot live with you'. [CO-2] [L-2] **20**
- Q.4 Elaborate on the condition of women as depicted in the short story 'The Yellow Wallpaper'. [CO-3] [L-3] **20**

PART-B

- Q.5 What are the rights that Mary Wollstonecraft wants for the woman of her time? [CO-4] [L-4] **20**
- Q.6 How does Mahashweta Devi criticize the patriarchal structure in 'Draupadi'? [CO-5] [L-5] **20**
- Q.7 Justify the statement ignorance is bliss through the short story 'Bliss'. [CO-6] [L-6] **20**

End Semester Examination, Dec. 2021
M.A. (Journalism and Mass Communication) – Third Semester
RADIO JOURNALISM AND PRODUCTION (MJMC-DS-305)

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 questions in three to five sentences each.

- a) What is radio drama?
- b) What do you understand with the term Radio Newsreel?
- c) Define news reader?
- d) What are the two major issues of ethics in radio entertainment industry?

[CO-1] [L-1] **2½x4**

PART-A

Q.2 Discuss the importance of language in radio news presentation. Distinguish between Radio talk and Radio feature. [CO-1] [L-02] **10**

Q.3 Radio interview unfolds the real identify of a celebrity. Do you agree with the statement? What are the techniques of conducting successful radio interview? [CO-2] [L2] **10**

Q.4 Enumerate the contribution of All India Radio in spreading the message of socio-economic development in post – independent India. Do you think Prasar Bharati is nowadays facing stiff competition from private FM radio stations? [CO-3] [L-3] **10**

PART-B

Q.5 What is radio news? Does it differ from the newspaper? [CO-4] [L-2] **10**

Q.6 Discuss the important of audience research in radio programming. [CO-5] [L-2] **10**

Q.7 What are the functions of a news producer in radio? What is his role in a live coverage of an event? [CO-6] [L-2] **10**

End Semester Examination, Dec. 2021

B.A. (Hons.) ENGLISH – Third Semester POPULAR LITERATURE (BENG-DS-303)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

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

Q.1 Answer **any four** questions given below:

- Discuss Alice's encounter with Twidledum and Twidledee in 'Through the looking Glasses.
- Discuss the character of Humpty Dumpty in 'Through the looking Glasses.
- Examine the socio political background of the novel 'Funny Boy.'
- Critically analyze the chapter "Pigs can't Fly" in *Funny Boy*
- Compare and contrast the characters of Shift and Puzzle in the novel 'The Last Battle'.
- Describe the setting of the novel 'The Murder of Roger Ackroyd'.

[CO-1] [L-1] **2x10**

PART-A

Q.2 Define popular literature. Discuss its major characteristics and types. [CO- 1] [L-1] **20**

Q.3 Discuss the character of Alice in 'Through the looking Glasses'. [CO- 2] [L-2] **20**

Q.4 Who is the narrator of the novel 'The Murder of Roger Ackroyd'? Discuss his character. [CO-3] [L- 3] **20**

PART-B

Q.5 Critically analyze the themes of the novel 'Funny Boy'. [CO- 4] [L-4] **20**

Q.6 Analyze the novel "The Last Battle" as a Fantasy novel. [CO- 5] [L-5] **20**

Q.7 Write a short note on the following:

- Nonsense literature.
- Critical analysis of the poem "Walrus and the Carpenter" in 'Through the looking Glass'.

[CO-6] [L-6] **20**

End Semester Examination, Dec. 2021
B.A. (Hons.) ENGLISH – Third Semester
MODERN INDIAN WRITING IN ENGLISH TRANSLATION
(BENG-DS-304)

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 two**) of the following:

- a) Lesbianism.
- b) Source Text.
- c) Majeed.
- d) Ummini Valya Onnu.
- e) Nationalism.
- f) Diction in translation.

10x2

PART-A

Q.2 Write the history of translation, contextualization, theorization, and canonization of Indian literature in English translation. [CO-2] [L-3] **20**

Q.3 Discuss Premchand's 'The Shroud' as a translated text. [CO-4] [L-4] **20**

Q.4 Critically analyze Ismat Chughtai's 'The Quilt'. [CO-3] [L-6] **20**

PART-B

Q.5 Analyze *Gitanjali* as a flourishing modern anthology of poetry in its English translation. [CO- 5] [L-1] **20**

Q.6 Discuss what aesthetics should be maintained while translating any text. [CO- 1] [L-2] **20**

Q.7 Explain Vaikom Muhammad Basheer's Balyakalashakhi as a Malayalam romantic tragedy novel. [CO6-] [L-5] **20**

End Semester Examination, Dec. 2021

B.A. (Hons.) ENGLISH – Third Semester AUTOBIOGRAPHY (BENG-DS-305)

Time: 3 hrs

Max Marks: **100**

No. of pages: 1

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

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

- a) Jim Crow Law.
- b) Emancipation Act.
- c) The civil rights movement in the 1950s and 1960s by Black Americans
- d) Memoir.
- e) Great National Theatre in Bengal.
- f) Any two Childhood experiences of Gandhiji.

5x4

PART-A

Q.2 Explain different types of autobiographical writings that have existed in world till now.

[CO-3] [L-2] **20**

Q.3 Make a detailed analysis of M. K. Gandhi's *Autobiography or the Story of My Experiments with Truth*.

[CO-4] [L-4] **20**

Q.4 *My Story and Life as an Actress* is a paradoxical memory of a woman who experienced much uncertainty in her life. Discuss her autobiography.

[CO-2] [L- 1] **20**

PART-B

Q.5 Analyze how problems in a family disturb the life of a child. Take reference of Richard Wright's *Black Boy*.

[CO-5] [L- 5] **20**

Q.6 Do you think Richard Wright's *Black Boy* is a culminating voice for Blacks living in America, if yes, then how?

[CO- 1] [L- 6] **20**

Q.7 Binodini Dasi was known as the '*The Star of Native Stage*'. Elaborate.

[CO-4] [L-] **20**

End Semester Examination, Dec. 2021
BA (Hons.) ENGLISH – Fifth Semester
EUROPEAN CLASSICAL LITERATURE (BENG-DS-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**. Each question carries equal marks.

- Q.1 Write short answer to the following questions (**any four**):
(Question 1 consists of six sections out of which 'a' to 'c' are the passages for explanation with reference to the context, whereas 'd' to 'f' are short answer questions)
- a) Harbor of Death, so choked, so hard to cleanse!
why me? why are you killing me?
Herald of pain, more words, more grief?
I died once, you kill me again and again.
 - b) I can't dispute the truth or logic of the pithy old proverb:
Life with women is hell.
Life without women is hell, too.
And so we conclude a truce with you, on the following terms: in future, a mutual moratorium on mischief in all its forms.
 - c) Come, friend, you too must die. Why moan about it so?
Even Patroclus died, a far, far better man than you.
And look, you see how handsome and powerful I am?
The son of a great man, the mother who gave me life
a deathless goddess. But even for me, I tell you,
death and the strong force of fate are waiting.
 - d) "To seize the treasury; no more money, no more war." What is the dramatic significance of the seizure of treasury in *Lysistrata*?
 - e) What is the dramatic significance of the concepts of 'treason' and 'anarchy' in the play *Antigone*.
 - f) Write a short note on any one of the following:
 - i) The birth of Bacchus.
 - ii) Horatian Satire.

5x4

PART-A

- Q.2 Write an essay on classical Greek tragedy with reference to Antigone. **20**
- Q.3 "Your own blind will, your passion has destroyed you." Do you agree with the chorus that Antigone is herself responsible for her doom? Assess. **20**
- Q.4 In *Lysistrata*, 'women exploit their stereotypical female identity as a source of power.' Examine. **20**

PART-B

- Q.5 Write a critical essay on Achilles' wrath in the *Iliad*. **20**
- Q.6 Examine the myth of Bacchus presented in Ovid's *Metamorphosis*. **20**
- Q.7 Write a critical appreciation of Book 1 of satire of Horace. **20**

End Semester Examination, Dec. 2021

B.A. (Hons.) ENGLISH – Fifth Semester LITERARY CRITICISM (BENG-DS-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 Write short notes on (**any four**) of the following:

- a) Apprentices.
- b) Unification and Organic Unity.
- c) Prosaic Style.
- d) Cleanth Brooke on the poem 'Canonization'.
- e) Feminine.

5x4

PART-A

Q.2 Preface to the *Lyrical Ballads* (1802) is a defense to common language. Explain in detail. [CO2][L-3]**20**

Q.3 T.S. Eliot's *Tradition and the Individual Talent* is a seminal text on 'Impersonalization'. Discuss in detail. [CO4][L-4]**20**

Q.4 Analyze I.A. Richards's *Principles of Literary Criticism* as critically a 'new critical' essay. [CO3][L-6]**20**

PART-B

Q.5 Analyze Cleanth Brookes's *The Heresy of Paraphrase* as a negation of the use of paraphrasing. [CO5][L-1]**20**

Q.6 Write how the use of paradox is obligatory for new critics in *The Language of Paradox*. [CO1][L-2]**20**

Q.7 Discuss Maggie Humm's *Practising Feminist Criticism: An Introduction* as a critical theorem on feminism. [CO6][L-5]**20**

End Semester Examination, Dec. 2021
B.A. (Journalism and Mass Communication) – Third Semester
MEDIA ETHICS AND LAWS (BJMC (I)-DS-301)

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 two**) of the following:
- What do you mean by fake news?
 - What is sting operation?
 - What is paid news?

(CO-1, L-1) **5x2**

PART-A

- Q.2 Write a detailed note on plagiarism and copyright issues. (CO-1, L-2) **10**
- Q.3 Explain the law of defamation in detail. (CO-1, L-2) **10**
- Q.4 'Respect of law and ethics is the basis of journalism' Justify the statement with examples. (CO-2, L-5) **10**

PART-B

- Q.5 Discuss the norms of journalistic ethics in detail. (CO-1,L-2) **10**
- Q.6 What do you understand by media trial? 'Media trial is ethically correct' Analyze the statement in relation to Rhea Chakraborti. (CO-2, L-4) **10**
- Q.7 What are the major objectives of Prasar Bharti Corporation as laid down in Prasar Bharti Act 1990. (CO-1, L-2) **10**

End Semester Examination, Dec. 2021
B.A. (Journalism and Mass Communication) – Third Semester
PUBLIC RELATIONS AND CORPORATE COMMUNICATION
(BJMC(I)-DS-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**. Marks are indicated against each question.

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

- a) PR Ethics
- b) Crisis Management
- c) Press Kit
- d) PRSI
- e) PR Tools

5x4

PART-A

Q.2 Analyse the relevance of private public partnership in health care during the COVID 19 situation. [CO1][L4]**20**

Q.3 What is CSR? How is it different from Social Marketing? Give examples to illustrate your answer. [CO2][L2]**20**

Q.4 What do you mean by press release? Write a press release for the launch of a new model of iPhone 13. [CO1][L6]**20**

PART-B

Q.5 Analyze the role of Public Relations in the image management of a celebrity. [CO2][L4]**20**

Q.6 Discuss how social media tools like blogging and YouTube videos have become powerful tools of PR in today's time. Substantiate your answers with suitable examples. [CO3][L2]**20**

Q.7 Create a corporate communication strategy for a brand that is newly launched (hypothetical) and explain how it will help in reaching out to the maximum audience. [CO3][L6]**20**

End Semester Examination, Dec. 2021
BA JMC (I) – Third Semester
INTRODUCTION TO RESEARCH TECHNIQUES (BJMC (I)-DS-304)

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

- a) In random sampling method a researcher picks up sample from various strata.
- b) In an open-ended question multiple responses are listed out to match the response of the respondent.
- c) Statistics is involved in quantitative research.
- d) Census Method is a type of research method.

Answer the following:

- e) Mention the types of questionnaires used for data collection.
- f) Define 'research'.
- g) Name any two primary data collection method.
- h) What is a questionnaire?
- i) Define 'sample'.
- j) What is a hypothesis?

2x10

PART- A

- Q.2 Explain research design in detail with diagram. **20**
- Q.3 Critically analyze the importance of literature review in research. **20**
- Q.4 'Research is creating new knowledge'. Justify the statement with suitable examples. **20**

PART- B

- Q.5 What is research problem? Selecting a good research problem defines the relevance of good research. Discuss in detail. **20**
- Q.6 'Case study research is called complete research'. Analyze the statement and also justify the relevance of it in mass communication field? **20**
- Q.7 What is data? What importance they have in statistical analysis and mass communication research? **20**

End Semester Examination, Dec. 2021
B.A. (Journalism and Mass Communication) – Third Semester
ADVANCED MEDIA PRODUCTION (BJMC(I)-DS-305)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

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

Q.1 Answer the following questions in six to eight sentences each.

- a) What is Sound-Sync?
- b) What is Sound Design?
- c) What do you understand with the term Microphone?
- d) Define Beats in TV News.

[CO-1] [L-1] **5x4**

PART-A

Q.2 Write a short note on "Visual Grammar". Exemplify the importance of grammar as a valuable tool of broadcast media. [CO-1] [L-2] **20**

Q.3 Critically analyse the role and impact of Private TV news channels on society. Support your answers with examples. [CO-2] [L-5] **20**

Q.4 Examine the difference between Electronic News Gathering (ENG) and Electronic field Production (EFP)? Give suitable examples to support your answer. [CO-2] [L-3] **20**

PART-B

Q.5 Draw up a plan for a 10 minute documentary on food adulteration and give detailed script. [CO-2] [L-6] **20**

Q.6 Define Radio News Bulletins. How the content of radio news is different from TV. [CO-1] [L-1] **20**

Q.7 Discuss the ethical issues faced by the Private Radio Industry in India. Substantiate your answer with relevant examples. [CO-1] [L-2] **20**

End Semester Examination, Dec. 2021
B.A. (Journalism and Mass Communication) – Third Semester
NEWSPAPER AND MAGAZINE JOURNALISM (BJMC-DS-301)

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 **Explain the following concepts, in one or two sentences:**

- a) Byline
- b) Primary sources of news
- c) Layout
- d) Masthead
- e) Gazzetta

2x5

PART-A

- Q.2 What is a newspaper or a daily? Discuss the various types of stories/articles that one finds in a newspaper with examples. [CO1][L2]**10**
- Q.3 The newspapers played an important role during the freedom struggle. Justify the statement, tracing their evolution process in India since the launch of Hickey's Gazzette. [CO2][L5]**10**
- Q.4 What do you understand by an editorial in a newspaper? Write an editorial on any topic of your choice for your lab journal. [CO1][L6]**10**

PART-B

- Q.5 Draw a distinction between the writing styles for newspapers and magazines. Explain the difference, giving examples. [CO1][L4]**10**
- Q.6 What do you understand by Content strategy? If asked to set up a community newspaper setup in your village, what will be your content strategy? [CO1][L6]**10**
- Q.7 News agencies are no more relevant in the digital age. Do you agree with this statement? Give reasons, justifying your answer. [CO2][L5]**10**

End Semester Examination, Dec. 2021
B.A. (Journalism and Mass communication) – Third Semester
BROADCAST JOURNALISM (BJMC–DS-302)

Max Marks: **50**

No. of pages: **1**

Time: 2 hrs.

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:
- a) What is yellow journalism?
 - b) What do you understand with the term PTC?
 - c) Define 'Pre-Production'.
 - d) What are the two major Issues of ethics in TV journalism? [CO-1] [L-1] **2½x4**

PART A

- Q.2 "Broadcast Journalism is all about catching the right story." Do you agree with the given statement? How we can get hold of a right story? Discuss the important points you will keep in mind while deciphering the perfect story idea. Also give suitable examples to support your answer. [CO-1] [L-05] **10**
- Q.3 What is the difference between sound bite, tic-tac and walk through? Explain by citing relevant examples. [CO-1] [L2] **10**
- Q.4 Suppose you are working in a television channel and you have been asked to do the brand positioning of your channel. What strategies you are going to employ to achieve your goal? Elaborate your answer with proper details like lapses, need, scope and strategies. [CO-1] [L-03] **10**

PART B

- Q.5 What is online journalism and how is it different from traditional journalism? [CO- 1] [L-01] **10**
- Q.6 "Broadcast journalism has played an important role during the pandemic period". Elaborate . [CO-1] [L-02] **10**
- Q.7 Analyse the differences between News Editor, Rundown producer, and the News Producer in any television set-up. [CO-1] [L-04] **10**

End Semester Examination, Dec. 2021
B.A. (Journalism and Mass Communication) – Third Semester
MEDIA ETHICS AND LAWS (BJMC-DS-303)

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

- a) What do you mean by fairness?
- b) What is hacking?
- c) What is yellow journalism?

(CO-1,L-1) **5x2**

PART-A

Q.2 'Freedom of expression is universal human right' critically analyze the statement giving suitable examples. (CO-1, L-4) **10**

Q.3 'Ethics is a standard of right & wrong based on analysis and thought' comment on the statement citing suitable examples. (CO-1, L-5) **10**

Q.4 'Respect of law & ethics is the basis of journalism' explain the statement with examples. (CO-2, L-5) **10**

PART-B

Q.5 Discuss the norms of journalistic ethics in detail. (CO-1, L-2) **10**

Q.6 Write a detailed note on plagiarism and copyright issues. (CO-1, L-2) **10**

Q.7 List and explain the various ethical issues related to sting operation. (CO-1, L-1) **10**

End Semester Examination, Dec. 2021
B.A. (Journalism and Mass Communication) – Third Semester
CAMERA AND EDITING (BJMC-DS-304)

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 four**):

- a) Trolley
- b) Rough cut
- c) Shot gun
- d) Blur
- e) Final cut

2½x4

PART-A

Q.2 What is the role of RAM and graphic card in non-linear editing system? [CO-2] [L-2] **10**

Q.3 Compression basically means reducing image data. A digitized analog video sequence can comprise of up to 150 Mbps of data. To reduce the media overheads for distributing these sequences, what are the techniques commonly employed to achieve desirable reductions in image data. [CO-1] [L-4] **10**

Q.4 What are the various stages of production? Discuss them in detail. [CO-1] [L-2] **10**

PART-B

Q.5 What do you understand by the term 'screen technique'? Discuss in detail. [CO-1] [L-2] **10**

Q.6 Briefly explain all the types of shots involved in Camera setup. [CO-1] [L-2] **10**

Q.7 Analysis the camera and editing techniques of different genres. [CO-1] [L-4] **10**

End Semester Examination, Dec. 2021
B.A. (Journalism and Mass Communication) – Fifth Semester
PHOTOJOURNALISM (BJMC-DS-502)

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 questions in three to five sentences each:

- a) What is DSLR?
- b) What do you understand with the term Lens hood?
- c) Define 'Tripod'.
- d) What is Shutter speed?

[CO1][L1]**5x4**

PART-A

Q.2 Discuss the various types of lighting. Differentiate natural lighting and artificial lighting.

[CO1][L2]**10**

Q.3 Illustrate your understanding of basic camera shots and their significance. [CO1][L2]**10**

Q.4 A photo journalist is a visual story-teller. Do you agree? Discuss his role and responsibilities in a newspaper setup. [CO1][L3]**10**

PART-B

Q.5 Discuss the recent trends in Photo-Journalism? Also discuss the Ethical issues in photo editing. [CO1][L1]**10**

Q.6 What is lens? Discuss in detail the different types of lenses available, giving suitable example. [CO1][L2]**10**

Q.7 Analyse the differences between photo editing software's in any newspaper set-up. [CO1][L4]**10**

End Semester Examination, Dec. 2021
B.A. (Journalism and Mass Communication) – Fifth Semester
MEDIA MANAGEMENT (BJMC-DS-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
- a) What is chain ownership? Explain with examples.
 - b) Write briefly about Zee network.
 - c) What is the importance of documentation?
 - d) Give four examples of Management information system.
 - e) What is FDI?
 - f) What are the recent trends in broadcast media?
 - g) What are the legal issues related to media management?
 - h) Write down the role of media managers.
 - i) What are YouTube and Instagram?
 - j) Write the importance of Communication in management.

2x10

PART-A

- Q.2 What are the fourteen principles of management? Discuss its importance in the media management now days. [CO3][L-2]**20**
- Q.3 What is management information system? How is it changing the scenario of overall Media management? [CO2][L-4]**20**
- Q.4 "Ownership patterns are impacting the objectivity of news" Elucidate this statement with some recent examples. [CO3][L-5]**20**

PART-B

- Q.5 Write a brief note about two international news agencies. [CO1][L-1]**20**
- Q.6 How to start a newspaper in India? Discuss its organizational structure. [CO2][L-3]**20**
- Q.7 Comment on the following:
a) Budgeting
b) Planning [CO1][L-1]**10x2**

End Semester Examination, Dec. 2021
B.A. (Journalism and Mass Communication) – Fifth Semester
TELEVISION PRODUCTION (BJMC-DS-504)

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 questions in three to five sentences each.

- a) What is SOT?
- b) What do you understand with the term PTC?
- c) Define 'NBA'.
- d) What are the two major issues of ethics in TV journalism?

2½x4

PART-A

Q.2 Draw up a plan for a two minute package on Aryan Khan Drug case and give detailed script. **10**

Q.3 What is the difference between sound bite, tic-tac and walk through? Explain by citing relevant examples. **10**

Q.4 Television can be used to supplement India's effort to become a developed country. Do you agree? **10**

PART-B

Q.5 Define writing for visuals and how is it different from Traditional Journalism. **10**

Q.6 "TV Journalism has played an important role during the Covid 19". Elaborate. **10**

Q.7 Analyse the differences between News Editor, Panel Producer, and the News Producer in any television set-up. **10**

End Semester Examination, Dec. 2021
B.A. (Journalism and Mass Communication) – Fifth Semester
INTEGRATED MARKETING COMMUNICATION (BJMC-DS-505)

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 two**) of the following in 100 words:

- a) Scheduling.
- b) Advertising Reach.
- c) Sales campaign.
- d) 7 Ps of IMC.

5x2

PART-A

- Q.2 Define Integrated Marketing Communication. Identify and explain the various steps of strategy development process in developing effective IMC. [CO2][L-2]**10**
- Q.3 Analyze the recent trends in online marketing with examples. [CO2][L-4]**10**
- Q.4 What do you mean by sales promotion? Discuss in detail the merits and demerits of sales promotion in IMC. [CO1][L-2]**10**

PART-B

- Q.5 What do you mean by ethics? Critically examine the ethical issues involved in integrated marketing communication. [CO2][L-4]**10**
- Q.6 "Integrated marketing communication is a multi-disciplinary field that combines traditional and new media practices." Justify the given statement with relevant examples. [CO1][L-5]**10**
- Q.7 What are the emerging media trends with reference to online magazine boom and media marketing? Discuss with examples. [CO1][L-2]**10**

End Semester Examination, Dec. 2021
OPEN ELECTIVE – COMMON FOR ALL BRANCHES
ENTERTAINMENT AND SPORTS REPORTING (JMC-OE-001)

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) Define Byline.
- b) Lead of a news story refers to _____.
- c) What do you mean 'Paparazzi'?
- d) Write down the full forms of: BCCI _____ FIFA _____.
- e) 5 W's and 1 H refers to _____.

[CO1] [L1] **2×5**

PART-A

Q.2 "A good interview is a conversation which involves a natural exchange of ideas, views and facts." Do you agree? Discuss the various techniques of conducting an interview. [CO1] [L1] **10**

Q.3 What are the elements that make a great film? Write a review of a film that you have seen recently based on the analysis of these elements. [CO2] [L4, 6] **10**

Q.4 Write a special report covering IPL 2021. (350-400 words) [CO3] [L6] **10**

PART-B

Q.5 Identify the important sources for entertainment and sports news. Discuss how a journalist should develop and maintain his/her news sources? [CO1] [L2] **10**

Q.6 "While writing about famous sports personalities, one must select the words very carefully. Before writing about their "off the field" activities, whether good or bad, one should meticulously go through evidence and ascertain their veracity." With reference to the given statement, write a feature on your favourite sports personality. [CO2] [L6] **10**

Q.7 Discuss the characteristics of good news writing with relevant examples. [CO1] [L2] **10**

End Semester Examination, Dec. 2021
OPEN ELECTIVE - COMMON FOR ALL BRANCHES
FASHION COMMUNICATION (JMC-OE-002)

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 question:

Q.1 Answer the following questions in three to five sentences each:

- a) Define 'branding'.
- b) What is fashion journalism?
- c) What do you understand with the term ATL?
- d) What are the five qualities of fashion journalist?

[CO-1] [L-1] **2½x4**

PART-A

Q.2 'Fashion communication is being affected by a revolution related to sustainability and ethical issues'. Discuss. [CO-1] [L-01] **10**

Q.3 How does social media plays an important role in Fashion communication. [CO-2] [L-03] **10**

Q.4 Critically evaluate the role of fashion communication in modern times particularly in the times of crisis like COVID-19. [CO-2] [L-05] **10**

PART-B

Q.5 How advertising in adds a dimension in fashion communication. Explain in details. [CO-1] [L-03] **10**

Q.6 With boom in the use of social media, various fashion brands have the chance to actually understand what their consumers want, without deducing or listening to intermediaries. But the first thing they need to do in order for that information to be available is to listen. Comment on this, using Indian brands as examples. [CO-2] [L-02] **10**

Q.7 Discuss at least five career opportunities for fashion communication students. [CO-2] [L-02] **10**

End Semester Examination, Dec. 2021
OPEN ELECTIVE – COMMON FOR ALL BRANCHES
DIGITAL MARKETING (JMC-OE-003)

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 questions in three to five sentences each:

- a) Define 'on-page'.
- b) What is Mobile Marketing?
- c) What do you understand with the term ROI?
- d) What are the two major categories of digital media?

[CO1] [L1] **2½×5**

PART-A

Q.2 Explain with suitable example the progression of digital marketing from traditional marketing. [CO1] [L1] **10**

Q.3 Is online reputation management important in today's scenario? Suggest a suitable online reputation strategy for a new retail setup. [CO2] [L3] **10**

Q.4 Critically evaluate the role of digital marketing in modern times particularly in the times of crisis like COVID-19. [CO2] [L5] **10**

PART-B

Q.5 How one can use SEM in adding a dimension in digital marketing? Explain in details. [CO1] [L3] **10**

Q.6 With Facebook, brands have been offered the chance to actually understand what their consumers want, without deducing or listening to intermediaries. But the first thing they need to do in order for that information to be available is to listen. Comment on this, using Indian brands as examples. [CO2] [L2] **10**

Q.7 Discuss one method by which consumers are segmented and targeted in the virtual world. [CO2] [L2] **10**

End Semester Examination, Dec. 2021
M.A. (ENGLISH) – Third Semester
MODERN CRITICAL THEORY (MENG-DS-304)

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 question.

- Q.1 Answer (**any four**) of the following:
- What is historical sense? How is it important according to Eliot?
 - What is contrapuntal reading according to Edward Said? Explain with examples.
 - Define imperialism and colonialism, as interpreted by Edward Said.
 - Discuss Raymond Williams as a Marxist Literary Theorist.
 - What are the functions of an author according to Michael Foucault?
 - Define 'paradox'. Discuss the use of paradox in a poem that you have read. **5x4**

PART-A

- Q.2 Critically analyze "Tradition and Individual Talent" by T.S. Eliot [CO-1] [L-1] **20**
- Q.3 What is the function of Criticism according to T. S. Eliot? Analytically discuss his view as expressed in the essay "Function of Criticism". [CO2-] [L- 2] **20**
- Q.4 What according to Michael Foucault is the "author function"? Critically analyze his overall views expressed in the essay "What is an Author". [CO-3] [L- 3] **20**

PART-B

- Q.5 Critically analyze Roland Barthes essay "Death of the Author". [CO-4] [L-4] **20**
- Q.6 Analyze Edward Said's views as expressed in his essay 'Narrative and Social Spaces'. [CO-5] [L-5] **20**
- Q.7 Why is the "language of paradox, the real language of poetry?" Analyze the views expressed by Cleanth Brookes. [CO-6] [L-6] **20**

End Semester Examination, Dec. 2021
M.A. (Journalism and Mass Communication) – Third Semester
DEVELOPMENT COMMUNICATION (MJMC-DS-302)

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 Define **any five** of the following questions in two or three sentences:

- a) Basic minimum needs
- b) Per capita Income
- c) Literacy in India
- d) Immunization
- e) Global warming
- f) Infant Mortality Rate

[CO1][L2]**2x5**

PART-A

Q.2 Draw a contrast between the Authoritarian and Libertarian theories. Discuss, giving examples. [CO1][L2]**10**

Q.3 What is Gender equality? Justify why there should be gender equality in the society, giving examples of discrimination on grounds of gender across the country. [CO1][L5]**10**

Q.4 Analyse the structure of the Panchayati Raj institutions in India, and their role in meeting development goals. [CO1][L4]**10**

PART-B

Q.5 What do you understand by development support communication? Discuss a communication plan, for a social issue that most affects your area. [CO2][L6]**10**

Q.6 What is the importance of traditional media? Draw out a campaign plan for immunization, using traditional media. [CO2][L6]**10**

Q.7 Write an analytical article on **any one** of the following:

- a) Kheda experiment
- b) Cyber media and development
- c) Globalization and Media

[CO2][L4]**5x2**

End Semester Examination, Dec. 2021
M.A. (Journalism and Mass Communication) – Third Semester
TELEVISION JOURNALISM AND PRODUCTION (MJMC-DS-304)

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) What is sound bite?
- b) What do you understand with the term PTC?
- c) Define 'walk through'.
- d) What are the two major Issues of ethics in TV news bulletin?

2½x4

PART-A

Q.2 Draw up a plan for a 2 minute package on IPL 2021 final match and give detailed script. [CO-2] [L-06] **10**

Q.3 Critically analyse the quality of topic, analysis, tone and tenor and role of news anchors of prime time debate on Indian news channels. [CO-1] [L2] **10**

Q.4 Enumerate the contribution of Indian Television in spreading the message of socio-economic development in post – independent India. [CO-1] [L-03] **10**

PART-B

Q.5 Do you think the news agencies enriched the news coverage of the Indian electronic media? Justify your answer. [CO- 1] [L-02] **10**

Q.6 Discuss the important shots used in television. Among these shots which are mainly used in news presentation? [CO-1] [L-02] **10**

Q.7 What are the functions of a News Producer in television? What is his role in a live coverage of an event? [CO-1] [L-04] **10**