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28/11/17

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Exam. Code : 108703

Subject Code : 2970

B.A. Journalism & Mass Communication 3rd Semester

PHOTO JOURNALISM

Paper—301

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— ALL questions are compulsory. Each question carries **2** marks.

1. Aperture
2. Focusing Ring
3. Depth of Field Scale
4. Aperture Ring
5. The Nine-Zone Grid
6. Cropping
7. Angle of view
8. What is flash synchronization ?
9. What is macro photography ?
10. Rule of Thirds. 10×2=20

SECTION—B

Note :— Attempt any *seven* questions. Each question carries 5 marks.

1. What is Camera Components ?
2. What do you understand by film speed (ISO) ?
3. Explain essentials of Good Photography.
4. What do you understand by SLR and DSLR ?
5. Discuss types of Shots.
6. What is the importance of Good Photography ?
7. Discuss Internet as a tool of Editing.
8. Types of Lenses.
9. White Balance.
10. What is Caption Writing ?
11. What are the different film formats in use ?
12. Explain Photo Features Writing. $7 \times 5 = 35$

SECTION—C

Note :— Attempt any *two* questions. Each question carries 10 marks.

1. What is Photo Journalism ? How will you go about meeting deadlines ? Explain what formats you would use and why ?
2. What is the meaning of shutter priority and aperture priority ? What are its uses ? Explain with examples.
3. What is the visible spectrum ? What wave lengths of light are beyond the visible spectrum ?
4. What is the difference between digital and conventional film based photography ? $2 \times 10 = 20$

Exam. Code : 108703

Subject Code : 2971

B.A. Journalism & Mass Communication 3rd Semester

REPORTING & EDITING—II

Paper—302

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— Attempt *all* questions. Each question carries
2 marks.

1. (a) Herd Journalism
- (b) Oped Page
- (c) Tabloid
- (d) Wire Services
- (e) News Bureau
- (f) Style Book
- (g) Features
- (h) Special Beats
- (i) Letter to the Editor
- (j) Syndicate.

SECTION—B

Note :— Attempt any *seven* questions out of *ten*.

Each question carries **5** marks.

2. (a) Write a note on Yellow Journalism.
- (b) Write a note on Investigative Reporting.
- (c) Write a review of the book you have read recently.
- (d) Discuss the functions of a city reporting room.
- (e) What do you mean by wire services ?
- (f) How to report for embassies ?
- (g) Write a review of any TV based reality show.
- (h) What do you mean by special articles ?
- (i) What is advocacy journalism ?
- (j) Discuss types of features.

SECTION—C

Note :— Attempt any *two* questions out of *four*.

Each question carries **10** marks.

3. (a) Discuss the contents of an editorial page.
- (b) What do you mean by columnists ? Discuss various types of columns in a newspaper.
- (c) Who is a reporter ? Discuss his qualities.
- (d) Write a review of any film you have seen recently.

Exam. Code : 108703

Subject Code : 2972

B.A. Journalism & Mass Communication 3rd Semester

HISTORY OF BROADCASTING IN INDIA :

POLICIES & PRINCIPLES

Paper-303

Time Allowed—3 Hours] [Maximum Marks—75

SECTION-A

Note : Attempt all the questions. Answer must not exceed **50** words. Each question carries **2** marks.

1. What do you mean by online editing ?
2. What are the aims of AIR ?
3. What do you mean by Analogue ?
4. What is transmitter ?
5. What do you mean by Autonomy to media ?
6. What do you mean by Public Service Broadcasting ?
7. Explain Radio Drama.
8. Explain 'Lapel Microphone'.
9. Explain 'Media Policy'.
10. Explain Commercial Code.

SECTION-B

Note : Attempt any **seven** questions. Answer must not exceed **250** words. Each question carries **5** marks.

1. Radio is more powerful than any other medium. Discuss.
2. Write a note on diversification of broadcast.
3. Write a note on the limitations of Radio broadcasting.
4. Explain the objective of Radio News.
5. How has AIR played an important role to change our society ?
6. Privatization of Radio is a need of the day. Discuss.
7. Write a note on concept of 'Prasar Bharati'.
8. Write a note on 3-tiers of Radio broadcast.
9. Write a note on guidelines of election broadcast.
10. Write a note on community Radio.

SECTION-C

Note : Attempt any **two** questions. Answer must not exceed **800** words. Each question carries **10** marks.

1. Write a detailed essay on the structure of Radio studio.
2. Describe in detail the relevance of Radio in Present days.
3. "Commercialization effects public service broadcasting". Discuss.
4. Explain the history of broadcasting in India.

Exam. Code : 108703

Subject Code : 2973

B.A. Journalism & Mass Communication 3rd Semester

NEWS FEATURE WRITING

Paper—304

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— Attempt *all* the questions. Each question carries **2** marks. Each answer must not exceed **50** words.

1. Research Work
2. Review
3. Enterprise Story
4. Primary Sources
5. Newspaper/Magazine
6. Elements of Feature
7. Column
8. Vox Pop
9. Feature
10. Interview.

10×2=20

SECTION—B

Note :— Attempt any *seven* questions. Each question carries **5** marks. Each answer must not exceed **250** words.

1. What is Travelogue ?
2. How a news report is differ from news based feature ?
3. Write a note on 'Feature Syndicate'.
4. How will you write the structure of a feature ?
5. How summary lead is differ from narrative lead ?
6. Discuss the importance of interview in features.
7. What do you mean by seasonal features ?
8. What are news pegs ?
9. What do you mean by experts view in feature writing ?
10. Distinguish between feature and article. $7 \times 5 = 35$

SECTION—C

Note :— Attempt any *two* questions. Each question carries **10** marks. Each answer must not exceed **800** words.

1. Discuss the various steps in opinion polls to be conducted by Media Houses.
2. What things you have to keep in mind while writing a feature for magazines ?
3. Write a feature on the Election Scene of Punjab.
4. Discuss the types and importance of lead in feature writing. $10 \times 2 = 20$

Exam. Code : 108703

Subject Code : 2974

B.A. Journalism & Mass Communication 3rd Semester

DEVELOPMENT & COMMUNICATION

Paper—305

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— ALL questions are compulsory. Answer in not more than 50 words each. Each question carries 2 marks.

1. Third World Countries
2. Trickle down approach
3. DSC
4. MNREGA
5. Sustainable Development
6. Niti Aayog
7. Community Radio
8. C4D
9. Directorate of Field Publicity
10. e-agriculture.

SECTION—B

Note :— Attempt any *seven* questions in not exceeding **250** words each. Each question carries **5** marks.

1. Define development and discuss the concept in different contexts.
2. Trace the historical background of development.
3. What is the Gandhian Model of Development ?
4. What is the bottom-up approach of development ?
5. How do you foresee the future of development ?
6. How has television contributed to the socio-economic development of the country ?
7. How has media worked for women empowerment ?
8. Today rural areas are not less than cities. Do you agree ?
9. How can NRIs contribute to the development of their parent countries ?
10. What steps should be taken by the government for poverty alleviation ?

SECTION—C

Note :— Attempt any *two* questions in not more than **800** words each. Each question carries **10** marks.

1. Discuss the priorities areas for development for India.
2. What are the various approaches to development and communication ?
3. What are the roadblocks to development communication ?
4. How can media be used as a tool for development ?

Exam. Code : 108703

Subject Code : 2975

**B.A. (Journalism & Mass Communication) 3rd Semester
ENVIRONMENTAL STUDIES**

Paper—ESL-221

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Section A (15 marks) : It consists of **FIVE** short answer type questions. Candidates are required to attempt any **THREE** questions, each carrying **5** marks. Answer to any questions should not exceed **2** pages.

Section B (20 marks) : It consists of **FOUR** questions. Candidates are required to attempt any **TWO** questions, each carrying **10** marks. Answer to any questions should not exceed **4** pages.

Section C (15 marks) : It consists of **TWO** questions. Candidates are required to attempt any **ONE** question only which carries **15** marks. Answer to the question should not exceed **5** pages.

SECTION—A

1. What do you understand by the use and overutilization of ground water ? Discuss.
2. Discuss the various changes caused by agriculture and overgrazing.