

Exam. Code : 108704

Subject Code: 3010

B.A. Journalism & Mass Communication

4th Semester

MEDIA AND BUSINESS COMMUNICATION

Paper—401

Time Allowed—3 Hours]

[Maximum Marks—75

Note :— Section A is compulsory. Section B : Attempt **SEVEN** questions. Each question carries **5** marks. Section C : Attempt any **TWO** questions on carry **10** marks.

SECTION—A

Note :—Attempt **ALL** questions **2** marks each.

1. Upward Communication.
2. Kinesics.
3. Complaint letters.
4. Covering letter.
5. Cross Cultural Communication.
6. Interpersonal Communication.
7. One way Communication.
8. Inquiry appeal.
9. Etiquettes.
10. Biodata.

10×2=20

SECTION—B

Note :—Attempt any **SEVEN** questions **5** marks each.

1. Describe the process of non-verbal Communication.
 2. Differentiate between Group and Mass Communication.
 3. What is Conflict Management ?
 4. What are inquiry appeals ?
 5. Discuss the mechanical barriers to Communication.
 6. How can dressing sense and manners affect Communication ?
 7. What is cross cultural Communication ?
 8. Discuss the functions of Communication.
 9. What is kinesics ? Give examples.
 10. What points should be kept in mind while writing a resume ?
- $7 \times 5 = 35$

SECTION—C

Note :—Attempt any **TWO** questions **10** marks each.

1. Discuss the importance of Communication in negotiation.
 2. Discuss the types of Communication.
 3. Discuss the models of Communication.
 4. What are the types of business letters ?
- $10 \times 2 = 20$

Exam. Code : 108704

Subject Code : 3012

B.A. Journalism & Mass Communication 4th Semester

403 : VIDEO PRODUCTION : IDEA TO SCREEN

Time Allowed—3 Hours]

[Maximum Marks—75

SECTION-A

Note :—This section will have **ten** compulsory questions. All the questions are compulsory. Each will carry **2 marks.**

1. VHS
2. Storyboard
3. Reflectors
4. Telephoto Lens
5. Log Table
6. Dolly Shot
7. Key Light
8. Screenplay
9. Online Editing
10. White Balance.

SECTION-B

Note :—This section will have **ten** questions, out of which **7** questions are to be attempted. Each will carry **5** marks.

1. Explain different types of camera movements.
2. What is assembly and insert editing ?
3. Discuss various types of lenses.
4. Write a note on Non-Linear Editing.
5. Explain U matic and Beta cam.
6. Discuss the role of lighting in video production.
7. Write a note on :
 - (a) Offline editing
 - (b) Script Layout.
8. "Script is a blueprint of production." Comment.
9. What are the essentials of good videography ?
10. Make a storyboard for a visual advertisement.

SECTION-C

Note :—This section will have **four** questions, out of which **2** questions are to be attempted. Each will carry **10** marks.

1. Explain various types of video cameras in detail.

2. Explain the types of lenses, filters and reflectors used for a video production.
3. What is editing ? Explain the rules and various types of editing in detail.
4. Explain the benefits of multi cameras over single camera shooting. Why log table is important during the shooting?

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Exam. Code : 108704

Subject Code : 3013

B.A. Journalism & Mass Communication 4th Semester

FOLK MEDIA

Paper—404

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— ALL questions are compulsory and carry 2 marks each. Answer in not more than 50 words.

(2×10=20)

1. Sammi
2. Nautanki
3. PIB
4. Hand Puppets
5. Folk Songs
6. Harikathas
7. String Puppets
8. Kalbaliya Dance
9. Nukkad Natak
10. Gatka.

SECTION—B

Note :— Attempt any **seven** in about **250** words. Each question carries **5** marks. (7×5=35)

1. How has folk media evolved down the ages ?
2. What are the advantages of folk media ?
3. What do you know about puppetry ?
4. What is the form of Ramlila and what is it about ?
5. Can folk media be used for giving social messages ?
6. How has Punjabi Bhangra been popularized all over the world ?
7. Write a short note on DAVP and FTIL.
8. How is the government promoting folk media ?
9. Do you think old folk forms are fading out ?
10. How has urbanisation affected folk media ?

SECTION—C

Note :— Attempt any **two** in not more than **800** words. Each question carries **10** marks. (2×10=20)

1. Discuss the status of folk media in the era of electronic media.
2. What are different story telling forms ?
3. List some of the units of I and B Ministry.
4. What are different categories of folk forms in India ?

Exam. Code : 108704

Subject Code : 3014

B.A. Journalism & Mass Communication 4th Semester

ADVERTISING

(Concept & Principles)

Paper-405

Time Allowed—3 Hours]

[Maximum Marks—75

SECTION—A

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

1. Lobbying
2. Nielsen
3. IRS
4. Propaganda
5. Pre-test
6. PSA
7. Skyline Ads
8. Advertorials
9. Mass Culture
10. ABC.

10×2=20

SECTION—B

Note :— Attempt any **seven** questions out of the given. Each question carries 5 marks.

1. How does advertising effect the growth of business industry ?
 2. What are the various functions of advertising ?
 3. What do you understand by Public Service Ads ? Explain with examples.
 4. Explain in detail the concept of advertising through social media.
 5. Differentiate between Advertising and Public Relations.
 6. What are the various types of Outdoor Ads ?
 7. How does advertising promote Mass Culture ? Explain with examples.
 8. Establish a relationship between advertising and marketing.
 9. What is the role of visualisation in the advertising field ?
 10. What are Commercial and Non-commercial ads ? Discuss with examples.
- 7×5=35

SECTION—C

Note :— Attempt any **two** questions out of the given. Each question carries 10 marks.

1. Discuss with examples the positive and negative effects of advertising on society.

2. What are the different types of advertising appeals and formats ? Discuss in detail.
3. How has new media technology revolutionised the advertising industry ?
4. Discuss the growth and development of advertising industry in India.

2×10=20

Exam. Code : 108704

Subject Code : 3015

B.A. Journalism & Mass Communication 4th Semester

ENVIRONMENTAL STUDIES

Paper—ESL-222

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 question carrying **5** marks. Answer to any of the questions should not exceed **2** pages.

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

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

SECTION—A

1. Write about aesthetic and ethical values of biodiversity.
2. What is habitat loss ? How it can be stopped ?
3. How can the electronic waste be managed ?

4. What do you understand by term 'thermal pollution' ?
5. What are the control measures of urban and industrial solid waste ?

SECTION—B

6. What are nuclear hazards ? Mention a case study related to it.
7. Write a note on different measures adopted at national levels to conserve biodiversity.
8. Give a detailed account on Soil Pollution.
9. Write a note on relationship between environment and human health.

SECTION—C

10. Give a detailed account of various threats to biodiversity.
11. What is disaster management ? What is the role of an individual during any disaster ?