B.A. (Journalism & Mass Communication) 5th Semester
EVENT MANAGEMENT : PRINCIPLES & METHODS
Paper—501

Time Allowed—3 Hours]   [Maximum Marks—75

Note :— This section will consist of **TEN** compulsory questions

of **2** marks each and to be answered in not more

than **50** words.

1. Trade Fair

2. Stand Design

3. Above the line cost

4. Exhibition

5. Press Conference

6. Glocalisation

7. Press Kits

8. Clean Zone

9. Buffer

10. Social Marketing.

SECTION—B

Note :— This section will consist of **TEN** short answer questions, out of which **SEVEN** are to be attempted. Each question carries **5** marks and to be answered in not more than **250** words.

1. Define Trade fair. Discuss its uses.

2. Explain the concept of neutral territory.

3. Explain the role of PRO (Public Relation Officer) in promotion of an exhibition.

4. Discuss advantages of exhibitions.

5. How important is budget for organizing a wedding ?

6. Differentiate between a trade fair and exhibition ?

7. Discuss different types of print and display material used for promotion of a trade fair.

8. How can social media be utilized for promotion of a fashion show ?

9. What points should be kept in mind while organizing a corporate meeting ?

10. Explain the problems faced while organizing a Trade fair.

SECTION—C

Note :— This section will consist of **FOUR** long answers, out of which **TWO** are to be attempted. Each question carries **10** marks and to be answered in not more than **800** words.

1. Define Exhibitions. Discuss its types and importance.

2. Write a note on importance and scope of event management.

3. Discuss Trade fair. Explain its uses and abuses.

4. How important is the role of Public Relations in organizing an event successfully ?

Exam. Code : 108705
Subject Code : 2997

B.A. (Journalism & Mass Communication) 5th Semester
CURRENT AFFAIRS : CONTEMPORARY ISSUE IN
MEDIA—I
Paper—502

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— All the **10** questions are compulsory in the Section. Each question carries **2** marks.

1. Governor of RBI

2. British PM

3. Referendum

4. Media Activism

5. CVC

6. Upper House

7. Zero hour

8. National Integrity

9. ICJ

10. NSG. 10×2=20

SECTION-B

Note :— Do any **7** questions from this section. Each question carries **5** marks.

1. Trinamool Congress is a Regional or National Political Party.

2. What is Judicial Activism ?

3. When GST will be implemented ?

4. Write a note on EU.

5. What do you know regarding ASEAN ?

6. Write a note on FICCI.

7. How the Chairman of National Human Rights Commission is appointed ?

8. Name the four regional political parties along with their election symbols.

9. Do you satisfy from the Child Rights in India ?

10. What are your views on Education System in India ?

$$7 \times 5 = 35$$

SECTION—C

Note :— Do any **2** questions from this section. Each question carries **10** marks.

1. Discuss the role of media to highlight Human Rights in India.

2. Discuss the role of SAARC Countries to curb terrorism.

3. What do you mean by External security ?

4. Discuss the role of WHO in India. $2 \times 10 = 20$

Exam. Code : 108705
Subject Code : 2998

B.A. Journalism & Mass Communication 5th Semester
MEDIA RESEARCH METHODOLOGIES
Paper—503

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— Attempt **ALL** the questions. Each carries equal marks.

1. Synopsis
2. Independent Variable
3. Readership Survey
4. Null Hypothesis
5. Pure Research
6. Interview
7. Appendices
8. Circulation
9. Applied Research
10. Research Findings.   10×2=20

SECTION—B

Note :— Attempt any **SEVEN** questions. Each carries equal marks.

1. Write in detail about the Public Opinion Survey.

918(2117)/BSS-22740   1   (Contd.)

2. Give a brief note on Socio-Economic data.

3. What are the requirements of formulating a good Questionnaire ?

4. Write an explicit note on TRP.

5. Relevance of Research Report while writing any thesis.

6. Discuss Case Study Method in detail.

7. Define Sampling. What are the different types of Sampling ? Discuss.

8. What is Content Analysis ? How can it be done in media research ?

9. Write a note on the concept of Listenership.

10. How a survey can be organised and conducted ? Discuss in detail.   7×5=35

SECTION—C

Note :— Attempt any **TWO** questions. Each carries equal marks.

1. Discuss in detail about the Statistical Analysis used in Research.

2. Write a detailed note on Observation Method.

3. Write an essay on Research Design.

4. How the selection and formulation of a research problem is done ? Discuss in detail.   2×10=20

Exam. Code : 108705
Subject Code : 2999

B.A. (Journalism & Mass Communication) 5th Semester
CYBER JOURNALISM
Paper—504

Time Allowed—3 Hours]   [Maximum Marks—75

SECTION—A

Note :— This section will consists of **10** compulsory questions of **2** marks each and to be answered in not more than **50** words.

1. E-governance

2. Web journalism

3. E-paper

4. Globalization

5. Cyber reporting

6. Social media

7. Web casting

8. Pop-up advertisements

9. Web magazines

10. Hacking.   10×2=20

919(2117)/BSS-22741   1   (Contd.)

SECTION—B

Note :— This section will consists of **10** short answer questions, out of which **7** are to be attempted. Each question carries **5** marks and to be answered in not more than **250** words.

1. What points should be kept in mind while writing articles for web ?
2. Explain cyber laws briefly.
3. Explain citizen journalism.
4. What are information super highways ?
5. Why electronic channels are going online ? Comment.
6. What points should be kept in mind while writing articles on the web ?
7. Discuss cyber laws briefly.
8. What are the rules for writing online features ?
9. Explain the advantages of cyber media.
10. Write a note on importance of blogging in present scenario.

$7 \times 5 = 35$

SECTION—C

Note :— This section will consists of **4** long answer questions, out of which **2** are to be attempted. Each question carries **10** marks and to be answered in not more than **800** words.

1. Write a note on cyber journalism in detail.
2. Online newspapers are posing a threat to printed newspapers in India. Comment.
3. Discuss the recent trends in the field of web media.
4. Write a note on internet and information revolution.

$2 \times 10 = 20$

Exam. Code : 108705
Subject Code : 3000

B.A. (Journalism & Mass Communication) 5th Semester
PUBLIC RELATIONS
Paper—505

Time Allowed—3 Hours]　　　　　[Maximum Marks—75

SECTION—A

Note :— This section consists of **10** questions. All questions are compulsory to attempt, each carries **2** marks.

1.　Public Relation

2.　Press brief

3.　Suggestion Box

4.　In House Journal

5.　Press Conference

6.　Sales Promotion

7.　Advertorial

8.　Corporate Audience

9.　Press Event

10.　Exhibition.　　　　　　　　　　2×10=20

SECTION—B

Note :— This section consists of **10** short answer type questions, out of which **7** are to be attempted. Each question carries **5** marks.

1. What are the Qualities of PRO ?
2. Discuss relationship and duties of PR Practitioner.
3. Explain role and importance of Press conferences in building PR.
4. Discuss role of advertisement to today's world.
5. Explain Press Relation and its principle.
6. What are various PR Techniques ?
7. Discuss Internal PR Media and Techniques.
8. Explain Seven point formula of news release.
9. Discuss various evaluating results of PR work.
10. Explain various sales promotional techniques with the help of example. $5 \times 7 = 35$

SECTION—C

Note :— This section consists of **4** long questions, out of which **2** are to be attempted. Each question carries **10** marks.

1. Discuss in detail the role of photography in PR.
2. What are the important skills necessary for handling various issue by public relation practitioner ?
3. Elaborate PR programme planning with the help of example.
4. Discuss uses and kinds of exhibition PR in detail.

$10 \times 2 = 20$