

**Exam. Code : 108704**

**Subject Code : 2950**

**B.A. Journalism & Mass Communication Semester-IV**

**PROGRAMME FORMAT : RADIO & TV**

**Paper-402**

**Time Allowed—3 Hours] [Maximum Marks—75**

**SECTION—A**

**(Answer all the questions)**

1. Voice over
2. Soundbite
3. Piece to camera
4. Close ended question
5. Hard news
6. Spoken word
7. Slogans
8. Voice cast
9. Live
10. Channel identity.

10×2=20

**SECTION—B**

**(Answer any seven)**

1. Programme objectivity.
2. Fixed and Flexible point.
3. Reportage.
4. Channel identity.
5. Phone-in

6. Chat Show.
7. Radio talk.
8. Outside broadcast.
9. Keeping rapport with listener.
10. Knowing the target audience.  $7 \times 5 = 35$

### SECTION—C

(Answer any two)

1. Describe Radio commercials, types and copy writing.
2. Describe the process of packaging for channels.
3. Describe the news reading techniques.
4. Describe the qualities of an ideal reporter.

$2 \times 10 = 20$

### SECTION—B

(Answer any seven)

1. Programme objectivity.
2. Fixed and Flexible point.
3. Repertoire.
4. Channel identity.
5. Phone-in.

**Exam. Code : 108704**

**Subject Code : 2949**

**B.A. Journalism & Mass Communication Semester-IV**

**MEDIA : BUSINESS COMMUNICATION**

**Paper-401**

**Time Allowed—3 Hours] [Maximum Marks—75**

**SECTION—A**

**Attempt all.**

1. Organisational Communication.
2. Haptics.
3. Notice.
4. Chronemics.
5. Noise.
6. Adjustment Letter.
7. Resume.
8. Etiquettes in Communication.
9. Crises management.
10. Diadic Communication. 2×10=20

**SECTION—B**

**Attempt any seven.**

1. Differentiate between Formal and Informal Communication.
2. Describe the process of communication followed in a Corporate House.
3. Discuss in brief the various types of Business Letters a client writes.

4. Write the points to make non-communication effective in a business organisation.
5. Differentiate between upward and downward communication in a Business Organisation.
6. Discuss any two models of communication followed in a business organisation. Discuss with an example.
7. How can non verbal communication effect communication in a Business Organisation ?
8. Which things must be kept in mind while applying for a job ?
9. Discuss the element of "Distraction" that is faced in business communication.
10. Discuss the various merits and demerits of Upward and Downward Communication in a Business Organisation. 7×5=35

### SECTION—C

Attempt any **two**.

1. Write a resume to the Director, AIR, along with covering letter, applying for the post of a FM anchor.
2. Classify various types of Communication Models followed in Business Organisation.
3. Write a letter to the editor of a newspaper to express your views on newly introduced city supplement.
4. Discuss in detail meaning, and characteristics, types of business letters in a Business Organisation.

2×10=20

**Exam. Code : 108704**

**Subject Code : 2951**

**B.A. Journalism & Mass Communication Semester-IV**  
**VIDEO PRODUCTION : IDEA TO SCREEN**

**Paper-403**

Time Allowed—3 Hours] [Maximum Marks—75

**SECTION—A**

Attempt all the 10 in nearly 50 words each.

1. ENG
2. DSLR
3. Crane shot
4. Flash
5. LED lights
6. Storyboard
7. Lighting
8. Script
9. U-matic
10. Mixing.

2×10=20

**SECTION—B**

Attempt any 7 in nearly 250 words each.

1. What are different types of shots ?
2. What are camera movements ?
3. What are basics of lighting ?
4. What is importance of lighting while using camera ?
5. What are evaluation tools ?

6. What is script designing and script layout ?
7. What is A/B roll editing ?
8. What is cut to cut editing ?
9. What are pre-production and production phases ?
10. What is Beta and VHS ?  $7 \times 5 = 35$

### SECTION—C

Attempt any **two** questions in **800** words each.

1. Write in detail about different types of Lenses and their applications.
2. What are different uses of filters and reflectors ?
3. What is the journey of 'idea to screen' ?
4. What is field testing, preview and analysis of programme ?  $2 \times 10 = 20$

**Exam. Code : 108704**

**Subject Code : 2952**

**B.A. Journalism & Mass Communication Semester-IV**

**FOLK MEDIA**

**Paper-404**

**Time Allowed—3 Hours] [Maximum Marks—75**

**SECTION—A**

**Note :** All questions are compulsory. Answer in not more than **50** words. Each question carries **2** marks.

1. Nukkad natak

2. Raslila

3. Giddha

4. Jatra

5. PIB

6. Hand puppets

7. Lavani

8. Ventriloquism

9. Folk theatre

10. CGI.

10×2=20

**SECTION—B**

**Note :** Attempt any **7** in words not exceeding **250** words.

Each question carries **5** marks.

1. What is the advantage of folk over electronic media ?

2. How can folk media be adapted to include modern messages ?
  3. Has urbanisation affected the growth of folk media ?
  4. Why has Punjabi folk become popular all over the world ?
  5. Write a note on FTII and DFP.
  6. What is the Indian Government doing to promote folk forms ?
  7. How can educational institutions boost interest of the youth in folk forms ?
  8. How can you use puppetry as a form of communication ?
  9. Storytelling has been the tradition in Indian homes. Comment.
  10. How has forms like Ramlila changed over the years ?
- 7×5=35

### SECTION—C

**Note :** Attempt any **two** in about **800** words. Each question carries **10** marks.

1. Give the history of folk channels of communication.
  2. Categorise the folk forms of India.
  3. How would you make a TV programme of Folk forms ?
  4. How does I and B Ministry contribute towards promotion of folk media ?
- 2×10=20

**Exam. Code : 108704**

**Subject Code : 2953**

**B.A. Journalism & Mass Communication Semester-IV**

**ADVERTISING : CONCEPTS & PRINCIPLES**

**Paper-405**

Time Allowed—3 Hours]

[Maximum Marks—75

**PART—A**

Attempt **all** questions.

1. Display
2. Surrogate
3. Feedback
4. DIGMAR
5. Comparative advertising
6. Collage
7. Hodden persuader
8. Celebrity
9. Recalling power
10. Buyer.

2×10=20

**PART—B**

Attempt any 7 questions.

1. Discuss in detail social advertising.
2. Discuss various benefits of advertising to sellers.
3. Classified advertising has good readership. Discuss.

4. Advertising creates competition. Discuss.
5. Discuss various theories applied to advertising briefly.
6. How advertising benefits society ?
7. Advertising increases consumerism. Discuss.
8. What do you understand by creative boutique ?
9. Discuss growth of advertising in India.
10. Discuss advertising campaign.
11. Write note on on-line advertising.  $7 \times 5 = 35$

### PART—C

Attempt any 2 questions.

1. Discuss in detail pros and cons of advertising for society.
2. Discuss various public service campaigns launched by Modi Government.
3. Discuss need and scope of advertising.
4. Advertising lures the customers. Discuss.

$2 \times 10 = 20$

**Exam. Code : 108704**

**Subject Code : 2954**

**B.A. Journalism & Mass Communication 4<sup>th</sup> Semester**

**ENVIRONMENTAL STUDIES**

**Paper : ESL-222**

Time Allowed—Three 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 of the questions should not exceed **2** pages.

**Section-B (20 marks) :** It consists of **FOUR** essay type questions. Candidates are required to attempt any **TWO** questions, each 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 which carries **15** marks. Answer to the question should not exceed **5** pages.

### **SECTION—A**

1. What do you understand by value of Biodiversity ?
2. What are the various sources of Water Pollution ?

3. How can biodegradable waste be managed ?
4. What are Human Rights ?
5. How can financial institutions play role towards Entrepreneurship ?

#### SECTION—B

6. Describe the Aesthetic, Ethical and Scientific importance of Biodiversity.
7. What do you understand by Natural Disasters ? Briefly describe its types.
8. What is the importance of Family Welfare Programme ?
9. What is meant by First Aid ? What First Aid can be given to Road Accident Victim ?

#### SECTION—C

10. Discuss Aims and Objectives of Civil Defense along with its importance.
11. What are the effects of Air-pollution ? Also discuss the major sources of specifically Indoor Air pollution.

**SECTION—C**

**Note :-** Attempt any **two** questions from this section.  
Each answer must not exceed **800** words.  
Each question carries **10** marks.

21. The 2017-18 budget presented in the Parliament was in news for its timing and handling of the railway budget. Explain the two issues along with the pros and cons of the decisions.
22. CBSE plans to reintroduce for students of Class X compulsory evaluation through examinations, which was made optional earlier, from the academic year 2018. Citing details regarding the current and proposed systems, examine the pros and cons of this decision.
23. Demonetisation and the subsequent thrust on cashless transactions siphoned off a large quantity of cash from the market. How will this move affect the working of small and medium enterprises ?
24. "With the removal of gatekeepers, news and rumours are circulated with equal elan on social media." In the light of the above statement, discuss the pros and cons of gatekeeper-free media space, with special reference to social media.

**Exam. Code : 108706**

**Subject Code : 2975**

**B.A. Journalism & Mass Communication Semester—VI**

**CURRENT AFFAIRS : CONTEMPORARY ISSUES  
IN MEDIA—II**

**Paper—602**

**Time Allowed—3 Hours]**

**[Maximum Marks—75**

**Note :-** Please read instruction for each section carefully before attempting the question paper.

**SECTION—A**

**Note :-** Attempt all **ten** questions from this section.  
Each answer must not exceed **50** words. Each question carries **2** marks.

1. National Commission for Socially and Educationally Backward Classes has recently been proposed by the Indian government. Why has this commission been created and what will this commission do ?
2. Why has the Attari border post been in news recently ?
3. GN Saibaba was recently convicted under Unlawful Activities Prevention Act. Who is GN Saibaba ? Why was he convicted ?

4. What are Anti-Romeo squads ?
5. What is GST ? From which date will it be implemented ?
6. What is male gaze ?
7. Write the full forms of RUSA and RMSA.
8. Enumerate four Government of India programmes to use broadcast media for education.
9. Enumerate two Government of India initiatives to address declining sex ratio.
10. What is media literacy ?

#### SECTION—B

**Note :-** Attempt any **seven** questions from this section.  
Each answer must not exceed **250** words.  
Each question carries **5** marks.

11. In the recently held elections in Punjab, what were the five main promises made in the poll manifesto of Aam Aadmi Party ?
12. Soon after taking over as the Chief Minister, Captain Amrinder Singh moved against VIP culture in Punjab. How will it benefit the State and its people ?
13. The social-media attack on Gurmerhar Kaur exposes the under-belly of intolerance towards dissent in our society. Do you agree ? Explain.

14. The Punjab government has decided to provide 33 per cent reservation for women in all government jobs. However, there is no political consensus on women reservation in State Assemblies and the Parliament. Discuss, whether or not the reservation in the jobs without reservation in the political decision making does enough for the cause of women empowerment ?
15. Discuss the five main proposals under the National Health Policy 2017.
16. After BCCI, the Supreme Court asked why Lodha reforms should not be implemented in other sports bodies. What are these reforms ?
17. Since 2016, restrictions have been imposed on the funding of hundreds of foreign-funded NGOs in India. The USA State Department's 2016 Country 'Reports on Human Rights Practices' lists this amongst the significant human rights problems in India. Do you agree ?
18. There has been a rapid consolidation of ownership of media outfits in recent times. Citing examples, discuss the implications on the health of our democracy.
19. "Social media is the only viable space available to the marginalized and the oppressed." Do you agree ? Explain.
20. "Bollywood is finally looking beyond sex and violence for box-office success." Do you agree ? Explain.