

Exam Code: 220101

Paper Code: 1152

**Programme: Master of Arts (Journalism and Mass
Communication) Semester - I**

Course Title: Introduction to Communication

Course Code: MJML-1311 ✓

Time Allowed: 3 Hours

Max Marks: 70

Note: Attempt five questions in all, selecting atleast one from each section. Fifth question may be attempted from any section. Each question carries 14 marks.

Section A

1. What is Gatekeeping? How does gatekeeping shape the narratives presented by media organizations?
2. How do physical, emotional, and psychological barriers affect communication?

Section B

3. Write a note on role of feedback in transactional model of communication.
4. In what ways does Berlo's SMCR model emphasize the role of sender and receiver?

Section C

5. Explain the difference between Two Step Flow Theory and Multi Step Flow Theory.
6. What is Critical Theory? How does Critical Theory help in understanding the role of media and communication in society?

Section D

7. What is traditional media? How has traditional media shaped the public opinion and societal values in India.
8. Write a note on the key assumptions of Spiral of Silence Theory.

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**Programme: Master of Arts (Journalism and Mass
Communication) Semester - I**

Course Title: History of Print Media in India

Course Code: MJML-1312 ✓

Time Allowed: 3 Hours

Max Marks: 70

Note: Attempt five questions in all, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries 14 marks.

Section A

1. Trace the history of newspapers in India?
2. Write in detail the development of Indian news agencies.

Section B

3. Write a note on the contribution of Indian press in the freedom movement.
4. What is the contribution of Sadhu Singh Hamdard in Indian Press?

Section C

5. Trace down the history of Times of India newspaper?
6. Trace down the history of The Hindu newspaper.

Section D

7. Write a detailed note on the history of Ajit newspaper?
8. What are your views on the present status of Punjabi press?

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Master of Arts (Journalism and Mass Communication) Semester I

Course Title: Reporting and Editing

Course Code: MJML-1313

Time: 3 Hours

Max. Marks: 70

Note: Attempt five questions, selecting one question from each section. The fifth question can be attempted from any section. Each question carries 14 marks.

SECTION A

- Q1. Write a detailed note on the characteristics & qualities of a reporter?
Q2. Write a news story on any beat of your choice.

SECTION B

- Q3. Write in detail about investigative reporting?
Q4. What things should be kept in mind while reporting for fashion & lifestyle beat.

SECTION C

- Q5. Write a detailed note on the qualities of a news editor?
Q6. Explain in detail the importance of editing in news writing.

SECTION D

- Q7. Discuss in detail the different methods of printing.
Q8. Write short notes on:
I. Supplements
II. Editorial

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Master of Arts (Journalism and Mass Communication) Semester I

Course Title: Media Laws and Ethics

Course Code: MJML-1314

Time: 3 Hours

Max. Marks: 70

Note: Attempt five questions, selecting one question from each section. The fifth question can be attempted from any section. Each question carries 14 marks.

SECTION A

- Q1. Write a detailed note on Fundamental Rights and Duties.
Q2. What do you know about PCI?

SECTION B

- Q3. Discuss various features of Working Journalists Act.
Q4. Throw light on the Law of Defamation.

SECTION C

- Q5. Explain Right to Information Act in detail.
Q6. What do you mean by Cyber Laws? Explain their advantages and disadvantages in detail.

SECTION D

- Q7. Discuss the Concept of Yellow Journalism with suitable examples.
Q8. What are Human Rights? write a note on the functions of NHRC.

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Paper Code: 1156

Master of Arts (Journalism and Mass Communication) Semester I

Course Title: Advertising

Course Code: MJMM-1315 ✓

Time: 3 Hours

Max. Marks: 50

Note: Attempt five questions, selecting one question from each section. The fifth question can be attempted from any section. Each question carries 10 marks.

SECTION A

Q1. Define the concept of Advertising and explain AIDA model with its relevance in Advertising.

Q2. Throw light upon the various types of Advertising appeals with suitable examples.

SECTION B

Q3. Discuss the National as well as the Global scenario of advertising?

Q4. What do you know about AAAI?

SECTION C

Q5. What is Marketing plan? Why it is important to prepare a good Marketing plan for sustainability in a market?

Q6. Explain Target Segmentation on detail.

SECTION D

Q7. What is an Ad Agency? Explain the process of ad agency management.

Q8. Comment upon the role of advertising in the development of a country like India.