

**Exam Code: 217803**

**Paper Code: 3160**

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

**Semester-III**

**Course Title: Mass Communication Research- II**

**Course Code: MJML- 3311** ✓

**Time Allowed: 3 Hours**

**Max Marks: 60**

**Note:** Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries twelve marks.

**Section A**

1. Write a detailed note on Cohort & Panel Study methods?
2. Explain in detail the Psychology of Panic study.

**Section B**

3. What are the various Normative Theories of Mass Communication?
4. Write a detailed note on Functionalist theory in the age of media?

**Section C**

5. Write a note on American Empirical School?
6. How Semiotic Analysis is implied in carrying out the research in Mass Communication.

**Section D**

7. What is the use of internet in Mass Communication Research?
8. Explain in detail the scope of research in cinema.

**Exam Code: 217803**

**Paper Code: 3161**

**Programme: Master of Arts (Journalism and Mass Communication) Sem. III**

**Course Title: New Media Technology**

**Course Code: MJML- 3312** ✓

**Time Allowed: 3 Hours**

**Max Marks: 60**

**Note:** Candidates are required to attempt five questions in all, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry twelve marks.

**Section A**

1. Discuss the characteristics of New Media in detail?
2. Differentiate between New Media & Traditional Media.

**Section B**

3. Write a detailed note on the trends in blogging?
4. Describe in detail the tools of online journalism.

**Section C**

5. Write a detailed note on the impact of New Media Technology?
6. Explain in detail the online media regulations.

**Section D**

7. Elaborate on characteristics & functions of social media?
8. Write short notes on:
  - i Facebook
  - ii Micro blogging

Exam Code: 217803

Paper Code: 3162

Programme: Master of Arts (Journalism and Mass Communication)

Semester: III

Course Title: **Public Relation and Corporate Communication**

Course Code: MJML-3313 ✓

Time Allowed: 3 Hours

Max Marks: 60

**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 12 marks.

### Section-I

1. What do you mean by Public Relations? Discuss the Scenario of PR in India.
2. Highlight Various tools of Public Relations?

### Section-II

1. Explain Corporate Communication and various barriers to it.
2. Discuss the topics Corporate Culture and Corporate Philosophy.

### Section-III

1. What do you mean by Groupware? Explain its various tools.
2. Explain the process to produce a newspaper.

### Section-IV

1. What is Brand Management? Discuss Brand Equity in detail.
2. Throw light upon important qualities of a PRO.

**Exam Code:217803**

**Paper Code: 3163**

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

**Semester-III**

**Course Title: Science Journalism**

**Course Code: MJML- 3314** ✓

**Time Allowed: 3 Hours**

**Max Marks: 60**

**Note:** Candidates are required to attempt five questions in all, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry twelve marks.

**Section A**

1. Define the term Science and Technology and also highlight their need in human development?
2. Write in detail the importance of Science Journalism in today's world.

**Section B**

3. Which are the various popular sources of information for science journalism.
4. How science journalism is distinct from the other kinds of journalism?

**Section C**

5. What is the role of media in spreading awareness about Health Communication in India?
6. Explain WHO Guidelines and role of media in creating awareness regarding the same.

**Section D**

7. What is Agriculture Communication and the concept of Green Revolution in India?
8. Write a detailed note on impact of Global Warming and climate change on Agriculture in India?

**Exam Code: 217803**

**Paper Code: 3164**

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

**Semester-III**

**Course Title: Photography**

**Course Code: MJMM- 3315** 

**Time Allowed: 3 Hours**

**Max Marks: 60**

**Note:** Candidates are required to 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 twelve marks.

**Section A**

1. Discuss the various types of Lenses and their uses.
2. What is the importance and role of Aperture in the camera?

**Section B**

3. Discuss the importance of Lighting in Photography.
4. Write a detailed note on the various sources of light in Photography.

**Section C**

5. Discuss in detail the rules of composition.
6. How digital technology has changed the art of Photography?

**Section D**

7. Discuss in detail the qualities of a good photojournalist.
8. A photograph is equal to 10,000 words. Comment.