



ARKA JAIN University, Jharkhand

1stSemester Final Examination – 2018-19

Subject: Editing

Course: BJMC

Time: 3 Hours

Full Marks: 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

A) Multiple Choice Questions:

(10x1=10)

- a) _____ and _____ form the foundation of good editing by giving both sides of the picture.
- Accuracy and clarity
 - Balance and fairness
 - Brevity and readability
 - Attribution and human interest
- b) Journalists recognize two types of news stories: hard and soft. In this regard,
- “hard news” is about complicated topics, like science and economics, and “soft news” is about things like entertainment and fashion.
 - “hard news” stories have long, complicated sentences, and “soft news” stories have short, simple sentences.
 - “hard news” is about serious topics and recent events, and “soft news” refers to human interest stories.
 - “hard news” stories are always 2,000 words or more, and “soft news” stories never exceed 500 words.
- c) The production process can be divided into
- Two stages
 - Three stages
 - Four stages
 - Five stages
- d) What is editorial?
- An opinion piece that uses the pronoun ‘I’
 - The process when an editor works with unfinished story
 - A part of the writing process
 - The job that reporter’s get when they are promoted
- e) Long microphones used in sports production?
- Lapel
 - Gun
 - Ribbon
 - Boundary

- f) Idea generation is a part of
- i) Pre-production
 - ii) Production
 - iii) Post-production
 - iv) None of the above
- g) The dateline on a news story indicates the
- i) Time when the story occurred
 - ii) Place where the events described in the story took place
 - iii) Date when the story was written
 - iv) Date when the story should be published
- h) Broadcast news stories are
- i) repeated without change throughout the day.
 - ii) Rarely, if ever, modified or updated
 - iii) Updated throughout the day with fresh, new angles
 - iv) Updated maybe once a day
- i) A form of separation of presentation and content in desktop publishing programs that store and apply formatting to text.
- i) Stylebook
 - ii) MS Office suite
 - iii) Style sheet
 - iv) All of the above
- j) The department of a newspaper organization that maintains circulation records for the city of publication
- i) City circulation
 - ii) Area circulation
 - iii) Sales promotion
 - iv) State circulation

B] Very Short question

(5x2=10)

- a) Describe 'editing symbols'?
- b) Describe the organizing ability of the editor.
- c) Explain the importance of pre-production stage for any television programme.
- d) Write a short note on omni-directional microphones.
- e) Define 'stylebook'.

PART B

Q2. Answer any four:

(4x5=20)

- i) Substantiate how style sheet defines a document's appearance.
- ii) Explain how understanding the audience for which the news is produced is important.
- iii) Exemplify five main types of copywriting.
- iv) How is page makeup for newspaper different from that of magazine?
- v) Explain the process of photo editing in newspaper publication.
- vi) List the functions of any five equipments used for TV or radio production.

PART C

Answer any three:

(3x10=30)

Q.3) Explain the duties of various editorial staff of a newspaper organization.

Q.4) Different departments of a newspaper organization have specified tasks. Elaborate each department's functions.

Q.5) Elaborate the various elements of radio production.

Q.6) Explain any ten kinds of news headlines.

Q.7) List and explain the different functions of editing.

Q.8) Describe the work profile of key professionals in a TV programme production.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2018-19

Subject : Introduction to Mass Communication

Time : 3 Hours

Course: BA JMC

Full Marks : 70

Pass Marks: 28

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- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

1) All questions are compulsory

(5x2=10)

- a) Wesley and MacLean Model---Extension of Lasswell Model
- b) SMCR model --- 1954
- c) Osgood Model----photographs
- d) Braddock Model----gatekeepers
- e) Representational Media----Barlo

2) Write in 2-3 lines about the following-

(5x2=10)

1. Opinion Leader
2. Message
3. McLuhan
4. Noise
5. Audience

PART B

3) Write short notes on any four-

(5x4=20)

- 1) Feedback
- 2) Gate Keeping
- 3) Interpersonal Communication
- 4) Traditional Media
- 5) SMCR Model
- 6) Effective Communication

PART C

4) Answer Long Questions (any three)

(10x3=30)

1. Give an overview of history of communication in mankind.
2. What is mass communication? Write about the barriers of mass communication.
3. Write in detail about Shannon and Weaver's model.
4. Why Lasswell's model of communication has also been called linear model. Explain.
5. What is Spiral of silence? Do you find it relevant in present scenario?
6. How Dependency model talks about the relationship between media, audience and social system? Explain.



Subject: News Writing

Time: 3 Hours

Course: BJMC
Full Marks: 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

A) Multiple Choice Questions:

(10x1=10)

- What is hard news?
 - News that covers hard to understand topics
 - News that's based on opinions, not facts
 - News that affects everyone
 - The only kind of news that is
- When writing a news article using the inverted pyramid structure, the least important information should be placed
 - In the second sentence
 - At the end of the first paragraph
 - In the middle of the article
 - At the end of the article
- If a news story reports on a controversy in which one person has made accusations against another, the reporter should
 - Include the response of the accused party in the same story
 - Write a separate story for the same day's paper on the accused person's response
 - Write a separate story for the next day on the accused person's response
 - Identify the accused person in only the most general terms to avoid a libel suit
- Descriptions in a news story help readers visualize people and places. The best descriptions use
 - Trite phrases and generalities
 - Lots of adjectives and adverbs
 - Exaggeration and hyperbole
 - Concrete, factual details
- What is the difference between an opinion article and an editorial
 - An editorial is the opinion of the entire staff and uses the word 'we'
 - An opinion piece is the opinion of just the writer of the article
 - Both A and B
 - Neither A nor B

- f) What should the lead paragraph of a news story contain?
- At least 2 of the 5Ws and 1H
 - A human interest hook
 - All of the 5Ws and 1H or at least as many as possible
 - Any information the journalist wants to
- g) Which phrase describes a feature
- A hard news story
 - Any story that informs the reader
 - A soft news story
 - Any short newspaper article
- h) Beginning a news story with a compressed summary of important facts and adding more details in descending order of importance is called the _____ formula
- Inverted pyramid
 - Chronological
 - News summary
 - Who, what, when, where and why
- i) The 'who' gives news its
- Substance
 - Meaning
 - Humanity
 - All of the above
- j) A lead is
- The main idea of a feature story
 - A piece of information that attracts and keeps the reader attracted
 - A point in the story where the reader loses interest
 - The angle of a story

B] Very Short question

(5x2=10)

- Describe 'backgrounders'?
- Define 'deck' on the basis of headline types.
- Define 'soft news'.
- List any one advantage of inverted pyramid style of news writing.
- What is news analysis?

PART B

Q2. Answer any four:

(4x5=20)

- Differentiate between inverted pyramid and chronological style of news writing.
- Explain the importance of news values in journalism.
- Define news and discuss the two major forms of news.
- Discuss the changing dynamics of news values in today's era.
- Explain 'feature' as form of news writing and discuss its length and style.
- Elaborate the dissimilarity between news analysis and backgrounders.

PART C

Answer any three:

(3x10=30)

Q.3) The traditional news values are taking back seat as the characteristic of tabloid journalism are taking over newspaper. Do you agree with this statement? Give reasons for your answer

Q.4) News about environment and other social problems should get more importance in news media. What is your opinion?

Q.5) What are the procedures for writing a news report? Is collection of news determined by this procedure? Discuss.

Q.6) Discuss the principles of news writing and its relevance to responsible journalism

Q.7) "Headlines perform the functions of indexing, summarizing and advertising the news story." Explain with reference to functions and importance of headlines.

Q.8) Discuss elaborately the techniques of television interview. What are the qualities you suggest for an interviewer?



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2018-19

Subject: Business Organization

Course: B.Com/BA-ALL

Time: 3 Hours

Full Marks: 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A** is compulsory. It contains **FIFTEEN** questions.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

A) Choose the correct answer.

(1x 10=10)

- a) The minimum parties to communication are:
- | | |
|--------|--------|
| i) 2 | ii) 4 |
| iii) 8 | iv) 16 |
- b) X and Y theory of leadership has been propounded by
- | | |
|---------------|-------------|
| i) Teed | ii) Barnard |
| iii) McGregor | iv) Terry |
- c) Planning is:
- | | |
|------------------|-------------------|
| i) Short - Term | ii) Middle - Term |
| iii) Long - Term | iv) For all Term |
- d) Planning is:
- | | |
|----------------------|----------------------|
| i) Necessary | ii) Unnecessary |
| iii) Wastage of Time | iv) Wastage of Money |
- e) Main components of New Economics Policy are:
- | | |
|--------------------|-------------------|
| i) Liberalization | ii) Globalization |
| iii) Privatization | iv) All of these |
- f) Liberalization policy in India has been:
- | | |
|--------------------|-------------------|
| i) Successful | ii) Unsuccessful |
| iii) Total Failure | iv) None of these |
- g) The function of decision-making is of:
- | | |
|---------------------|-----------------------------|
| i) Lower Management | ii) Middle Management |
| iii) Top Management | iv) All Level of Management |

h) There are form of business organization:

- i) 4
- iii) 3

- ii) 2
- iv) All of these

i) Control is a managerial function:

- i) Compulsory
- iii) Optional

- ii) Necessary
- iv) None of these

j) Maximum discipline exists in

- i) Line and staff organization
- iii) Line Organization

- ii) Committee Organization
- iv) Functional Organization

B] Answer all 5(Five) Questions:

(5 x 2=10)

- i) What is skill development?
- ii) What do you mean by Planning?
- iii) Define Partnership.
- iv) What is non-Financial incentives?
- v) What is meant by democratic leadership?

PART B

Q2.) Answer any four questions:

(4 x 5=20)

- i) Point out the importance of business organization.
- ii) What is line organization?
- iii) What is limited liability partnership?
- iv) What is liberalization?
- v) Define Motivation in brief.
- vi) What is long-term planning?

PART C

Answer any three questions:

(3 x 10=30)

- Q3.) What is organization structure? Explain the major factor determining an organization structure.
- Q4.) What do you mean by social responsibilities of business? Enumerate the principal factors which have led to the recognition of social responsibilities by business.
- Q5.) Discuss the principles of organization.
- Q6.) Explain the importance of communication.
- Q7.) Explain the essential qualities of a good leader.
- Q8.) Explain the main techniques of managerial control.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2018-19

Subject: ENGLISH

Time: 2 Hours

Course: BA-All & BBA

Full Marks: 35

Pass Marks: 14

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **TWO** questions are to be answered.
- **Part- C** contains **THREE** questions out of which **ONE** questions are to be answered.

PART A

Q.1) Transformation of sentences:

(10x1=10)

1. My sister has bought a new dress.
[A new dress.....]
2. Seema is new to the school.
[Seema has.....]
3. The boys are making noise.
[Noise.....]
4. Rahul is the most obedient boy.
[No other.....]
5. I am very tired. I shall go to attend the meeting.
[Although.....]
6. Rik is not bothered to have his lunch.
[Rik does not.....]
7. Many students bunked the class.
[The class.....]
8. I have never seen such a painting.
[Such.....]
9. Do you feel tired?
[Are.....?]
10. Arun said, "Please return my book."
[Arun requested me.....]

B] Very Short question

(5x1=5)

- a) Name the daughters of Abel Merry Weather.
- b) What is an Elegy?
- c) What does the poet mean by 'vanished hand'?
- d) To what does the poet compare himself in Break Break Break?
- e) Why do the villages 'vanish' according to the speaker in Report on Experience?

PART B

Q2. Answer any Two:

(2x5=10)

- i) Give a brief character sketch of Mrs. Slater.
- ii) What is irony? How does it apply in 'The Dear Departed'?
- iii) What makes 'Break Break Break' an elegy?
- iv) What does 'The Retreat' focus on?
- v) Point out the symbolic areas in 'Break Break Break'.
- vi) Comment on the 'theme of love' in Sonnet No. 116.

PART C

Answer any one:

(1x10=10)

Q.3) What do you mean by science being ethically neutral? Also explain how science affects human life every day.

Q.4) Comment on the theme of justice in THE DEAR DEPARTED.

Q.5) Critically analyze FACE ON THE WALL.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2018-19

Subject: Environmental Studies

Course: BA-All

Time: 2 Hours

Full Marks: 35

Pass Marks: 14

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A** is compulsory.
- **Part- B** contains **THREE** questions out of which **TWO** questions are to be answered.
- **Part- C** contains **THREE** questions out of which **ONE** question is to be answered.

PART A

Q.1) All questions are compulsory

A) Multiple Choice Questions:

(5x1=5)

- a) The Botanical Survey of India was established in Royal Botanic Gardens in
- Calcutta
 - Chennai
 - Mumbai
 - Delhi
- b) Salim Ali's name is synonymous with?
- Ornithology in India
 - Limnology in India
 - Entomology in India
 - None of the above
- c) Which of the following chemicals are responsible for the depletion of the stratospheric ozone layer?
- Refrigerants
 - Propellants
 - Foam-blowing agents
 - All of the mentioned
- d) Zoological Survey of India is at
- New Delhi
 - Kolkata
 - Mumbai
 - Chennai
- e) The main energy source for the environment is
- Solar energy
 - Chemical energy
 - Electrical energy
 - Atomic Energy

B] Very Short questions

(5x2=10)

- a) Decomposers
- b) Hot spot
- c) Food chain
- d) Renewable resources
- e) Geothermal energy

PART B

Q.2). Answer any two:

(2x5=10)

- i) What is Biosphere? Write its components.
- ii) What do you understand by population growth? Write the environmental problems related to population growth.
- iii) Explain the following.
 - a) Family welfare program.
 - b) Poverty and Environment.

PART C

Answer any one :

(1x10=10)

Q.3) Write short notes on Grassland Ecosystem..

Q.4) Discuss the main threats to the biodiversity and describe the various methods and strategies for biodiversity conservation.

Q.5) Define air pollution. Explain the causes, effects and control measures of air pollution.