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ARKAJAIN
University
Jharkhand

1st Semester End Term Examination: February -2023.

Subject : News Reporting & writing

Course : BA JMC [H]

Full Marks : 60

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside.
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 10 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
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PART - A

Multiple Choice Questions

[10x1=10]

- (i) Delivering impartial news, delivering well written and up-to-date news is the basic function of:
- a) Sound engineer
 - b) News agency
 - c) Film production house
 - d) Advertising agency
- (ii) Full stops, Commas, question marks and exclamation marks are used to write;
- a) Quotes
 - b) Inverted pyramid
 - c) Questions
 - d) All of these
- (iii) News beat refers to;
- a) Front-Loading
 - b) An area of specialization assigned to a reporter for news coverage
 - c) A detailed background of an issue
 - d) None of these
- (iv) News can be provided through;
- a) Printing
 - b) Word of mouth
 - c) Newspaper
 - d) All of these
- (v) Which among the following is/are not correct for news article?
- a) It is an expression of a person's opinion
 - b) It is written only by a columnist
 - c) It consists of biased news
 - d) All of these

- (vi) Television journalists can use quotes which is shown as;
- Lead
 - Advertisements
 - Text on the screen
 - Byline
- (vii) Choose the correct statement related to Pyramid style of news writing;
- Sometimes referred to as front-loading
 - It helps in getting an overview of only few articles
 - Writing the fake news first
 - All of these
- (viii) A news article is generally;
- Old news
 - Fiction
 - Non-fiction
 - Outdated
- (ix) Headline, byline, lead body and ending are the;
- Leads
 - Skyline Headline
 - Photo-editing
 - Parts of a news story
- (x) Choose the correct statement for newspaper layout;
- It emphasizes on the arrangement of page elements
 - It emphasizes on the effective positioning of page elements
 - Both (a) and (b)
 - None of these

PART - B

Answer any FOUR out of SIX

[4x5=20]

- What do you mean by Research? Why is research important for journalists?
- What do you mean by News room? Write the functions of a news room
- What do you mean by lead? Write the importance of lead in news story.
- What do you mean by quotation? What is the importance of a quotation in a News story?
- What are the usage of computer applications in print media?
- What do you mean by Press release? What is the importance of press release?

PART - C

Answer any TWO out of FOUR

[2x15=30]

- Explain different types of news values with examples.
- Explain different formats of newspaper in India with examples
- Write a feature article on any topic of your choice
- Explain different types of advertisements in newspaper



1st Semester End Term Examination: February -2023.

Subject : **Visual Communication**

Course : **BA JMC [H]**

Full Marks : **60**

Roll No:

Time : **3 Hours.**

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PART - A

Multiple Choice Questions

[10x1=10]

1. (i) Which one of these a Type of Visual Communication?
a) Graphic Design
b) Art
c) Photography
d) All of These
- (ii) A Company is old, well-known brand but not doing good business they do not need a rebranding or face lift.
This statement is
a) It's true that company does not require a rebranding
b) It's false that company does not require rebranding or face lift.
c) Company should close down
d) Company should Change the CEO
- (iii) Photography is not a type of visual communication.
a) This statement is False
b) This statement is True
c) Visual communication is a part of photography
d) Above all are wrong
- (iv) This is when both sides are balanced and equal. It can also be in a circular design.
a) Symmetry
b) Constant
c) Reflection
d) Parallel

(v) Match the following

- 1 AIDA - a Types
- 2 Multimedia - b Concept
- 3 Similarity - c Elements
- 4 Lines - d Theory

- a) 1b, 2a, 3d, 4c
- b) 1a, 2c, 3b, 4d
- c) 1d, 2a, 3b, 4c
- d) 1b, 2c, 3b, 4a

(vi) Match the following

- a. RED - 1 Peace
- b. White - 2 Violence
- c. Green - 3 Faith
- d. Blue - 4 Nature

- a) b3, a4, c1, d2
- b) a4, b3, c2, d1
- c) a2, b1, c4, d3
- d) b3, a4, c2, d1

(vii) Thinking (Problem, Solution, Content, Form, Audience) Looking, Doing, critiquing

- a) Creative Design Process
- b) Thinking: Problem
- c) Evaluation process
- d) Design vs. Chance

(viii) Communication using visual components - relying on images.

- a) Visual Communication
- b) Visual Culture
- c) Visual Literacy
- d) Visual Perception

(ix) Identify Brand.

Block that appears on the website that's consistent.

Increases brand recognition. Font.

- a) Footer
- b) Form
- c) Vision
- d) Logo

(x) Assertion (A): A Guru should be like a second parent to his students, who ensures the overall development of them.

Reason (R): More than parent a guru is placed on the level of god and is respected accordingly. Codes:

- a) Both A. and (R) are false
- b) Both A. and (R) are true
- c) A. is true, (R) is false.
- d) A. is false, (R) is true.

PART - B

Answer any FOUR out of SIX

[4x5=20]

2. Definition of Visual Communication
3. Explain Non-verbal communication.
4. How do colours affect our moods?
5. Have you been attached to a poster recently? How were the visual elements organized and colour used?
6. Explain Balance and harmony?
7. Describe colours in visual communication.

PART - C

Answer any TWO out of FOUR [2x15=30]

8. What are the colour combinations that should be avoided? Explain with Example.
9. Describe Element & Principles of Designs.
10. Discuss the job opportunity of photographers in India?
11. Explain Gestalt Theory of Visual Communication.



1st Semester End Term Examination: February -2023.

Subject : Introduction to mass communication

Course : BA JMC [H]

Full Marks : 70

Roll No:

Time : 3 Hours.

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- Part-A is containing 12 multiple choice questions.
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PART - A

Multiple Choice Questions

[12x1=12]

- 1(i) Communis means which of the following?
a) To Share
b) To Teach
c) To Explain
d) None of these
- (ii) Which of the following is not a type of opinion leader?
a) Polymorphic
b) Monomorphic
c) Olymorphic
d) None of these
- (iii) Which among the following is a form of traditional media?
a) Cinema
b) Magazine
c) Motifs and Symbols
d) None of these
- (iv) Who among the following coined the word gate keeping?
a) Kurt Lewin
b) Donald New
c) David Mute White
d) None of these
- (v) Which of the following is a type of communication barrier?
a) Gender
b) Paper
c) Radio
d) None of these

- (vi) Which of the following is a type of new media?
 a) Television
 b) USB
 c) Newspaper
 d) None of these
- (vii) Which of the following is not an objective of communication?
 a) To Share
 b) To Teach
 c) To Explain
 d) None of these
- (viii) Which of the following is not a form of verbal communication?
 a) Speaking
 b) Reading
 c) Silence
 d) None of these
- (ix) Which of the following is nature of communication?
 a) Linear
 b) Circular
 c) Both
 d) None of these
- (x) Communication has derived from which of the following?
 a) Greek
 b) European
 c) Latin
 d) None of these
- (xi) The New media has which of the following?
 a) Flexibility
 b) Time
 c) Honesty
 d) None of these
- (xii) Who among the following added development media theory in the free press theory
 a) Denis McQuail
 b) Bernard Berelson
 c) Paul Lazarsfeld
 d) None of These

[4x7=28]

PART - B

Answer any FOUR out of SIX

2. Briefly explain the spiral of silence. With required diagram.
3. Briefly explain the Osgood's model of communication.
4. Briefly explain traditional media with suitable examples.
5. Define advertising and Public Relations in brief.
6. Explain Homonym and Homophones in brief, with suitable examples.
7. Write any three merits and demerits of Westley and MacLean's model of communication

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Explain in detail the normative theories of communication?
9. What are barriers to communication? Explain any five in detail.
10. What is the role of media in democracy? Explain in detail.
11. Explain in detail the 7Cs of communication.



ARKAJAIN
University
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1st Semester End Term Examination February-2023.

Subject : HINDI
Course : BA (Eng /FD/ JMG)
Full Marks : 70
Roll No:
Time : 3 Hours.

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PART - A

[12x1=12]

Multiple Choice Questions

- (i) भाषा शब्द की उत्पत्ति संस्कृत के किस धातु से हुई है?
a) भाष्
b) भाश
c) भास
d) इनमें से कोई नहीं
- (ii) देवनागरी लिपि का संबंध किस भाषा से है?
a) पंजाबी
b) बांगला
c) उर्दू
d) हिंदी
- (iii) मानकीकरण के कितने सोपान हैं?
a) एक
b) दो
c) तीन
d) चार
- (iv) हिंदी दिवस कब मनाया जाता है?
a) 14 अगस्त
b) 14 सितम्बर
c) 14 अक्टूबर
d) इनमें से कोई नहीं
- (v) जनसंचार का मुद्रित माध्यम है?
a) समाचार पत्र
b) रेडियो
c) टेलीविजन
d) इनमें से कोई नहीं

(vi) मुद्रित का अर्थ क्या होता है?

- a) बोला हुआ
c) छपा हुआ

(vii) उदय का विलोम शब्द है?

- a) जागना
c) स्वारना

(viii) रेडियो एक माध्यम है?

- a) ध्वनि
c) नृत्य

(ix) विधा का सही अर्थ है?

- a) किस्म
c) प्रकार

(x) हिन्दी में कितने प्रकार के साहित्य मिलते हैं

- a) एक
c) तीन

(xi) गद्य एवं पद्य के मिश्रित काव्य को क्या कहते हैं

- a) लय
c) ताल

(xii) आधुनिक मीरा किसे माना जाता है

- a) महादेवी वर्मा
c) मीराबाई

- b) पढ़ा हुआ
d) इनमें से कोई नहीं

- b) अस्त
d) इनमें से कोई नहीं

- b) दृश्य
d) इनमें से कोई नहीं

- b) वर्ग
d) इनमें से कोई नहीं

- b) दो
d) इनमें से कोई नहीं

- b) चम्पू
d) इनमें से कोई नहीं

- b) सुमित्रानन्दन पंत
d) इनमें से कोई नहीं

PART - B

Answer any FOUR out of SIX

[4x7=28]

- भाषा से आप क्या समझते हैं? भाषा के भेदों को समझाकर लिखें।
- भाषा एवं समाज के संबंध को स्पष्ट करें?
- प्रयोजनमूलक हिंदी का अभिप्राय बताएं? प्रयोजनमूलक हिंदी की आवश्यकता लिखें।
- वर्ण किसे कहते हैं? वर्ण के भेदों को समझा कर लिखें।
- अव्यय किसे कहते हैं? अव्यय के प्रकारको समझा कर लिखें।
- निम्नलिखित शब्दों के दो दो पर्यायवाची शब्द लिखें —

- युद्ध
- धरती
- संसार
- नारी

PART - C

Answer any TWO out of FOUR

[2x15=30]

- रेडियो की भाषा से आप क्या समझते हैं? रेडियो की भाषा में बरती जाने वाली सावधानियों को बताएं।
- सोशल मीडिया से आप क्या समझते हैं? सोशल मीडिया की हानियों को समझा कर लिखें।
- हिंदी साहित्य के इतिहास से आप क्या समझते हैं? आदिकाल के प्रमुख कवि एवं उनकी रचनाओं को लिखें।

11. निम्नलिखित शब्दों के विलोम शब्द को लिखें-

- दयालु
- कुछात
- कृतज्ञ
- अनुकूल
- अल्पायु

- दुराचारी
- कनिष्ठ
- अग्रज
- उत्थान
- अर्थ