



# ARKA JAIN University, Jharkhand

2nd Semester Final Exam – 2017-18

Subject: Introduction to electronic media ✓

Course: BAJMC

Full Marks: 60

Pass Marks: 24

Time: 3 Hours

- 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 **FOUR** questions out of which **TWO** questions are to be answered.

## PART A

(10x2=20)

Q.1) **Very Short question**

- i) 3-Tier broadcasting
- ii) Signature Tunes
- iii) SITE
- iv) Live radio programmes
- v) Semi automation
- vi) Turntables
- vii) Microphones
- viii) AM receivers
- ix) Post production
- x) Talk programmes on radio

## PART B

(4x5=20)

Q2. **Answer any four:**

- i) Discuss strengths and weaknesses of television.
- ii) Discuss in detail the present scenario of television in India. Give suitable examples.
- iii) Discuss in detail the reach and role of television in India. Give suitable examples.
- iv) Discuss the equipment used for radio programme production.
- v) Write a detailed note on the various stages of TV programme production.
- vi) Discuss the organizational structure and services of Doordarshan.

## PART C

(2x10=20)

**Answer any two:**

Q.3) Explain different Types of media Ownership in India.

Q.4) Critically examine the characteristics and roles of TV as a medium of mass communication.

Q.5) Explain limitation of radio with suitable examples.

Q.6) What do you mean by Community radio? Explain community radio in terms of village development.





# ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2017-18

Subject: Reporting

Time: 3 Hours

Course: BAJMC

Full Marks: 60

Pass Marks: 24

- 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 **FOUR** questions out of which **TWO** questions are to be answered.

## PART A

**Q.1) All questions are compulsory**

**A) Very Short question**

**(10x2=20)**

- i) Attribution in reporting
- ii) Qualities of a reporter
- iii) Positive Skepticism for reporter
- iv) Reporters vs. Correspondent
- v) Accidents reporting
- vi) Defamation
- vii) Contempt of court
- viii) Sports reporting
- ix) Legislative Reporting
- x) Print reporting vs. broadcast reporting

## PART B

**Q.2) Answer any four:**

**(4x5=20)**

- i) Write in detail about interpretative reporting.
- ii) Discuss briefly about environmental reporting.
- iii) Differentiate reporting for newspaper and reporting for a news channel.
- iv) Enumerate the characteristics of crime reporter with suitable examples.
- v) Define an interview. Describe the steps involved in an interview.
- vi) What do you mean by sting operation? Do you think that sting operation has increased the importance of reporting?





**PART C**

(2x10=20)

Answer any two:

**Q.3)** What do you know about page 3 reporting? Do you think yellow journalism is staging a comeback through page 3? Give your views.

**Q.4)** Democracy can be measured by the quality of political and human rights reporting.- Discuss

**Q.5)** Film and sports have become mainstream news reporting topic. Discuss this change with reference to the recent examples.

**Q.6)** Reporters are eyes and ears of a media organization. Do you subscribe to this view? Illustrate your answer giving the job of a reporter.

**PART B**

Answer any four.

- i) Write in detail about investigative reporting.
- ii) Discuss briefly about environmental reporting.
- iii) Explain the role of the reporter in a news channel.
- iv) Describe the various types of crime reporting with suitable examples.
- v) Define an interview. Describe the steps involved in an interview.
- vi) What do you mean by sting operation? Do you think that sting operation has increased the importance of reporting?





- 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**
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- **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:[1 mark each]:**

**[5x1=5 marks]**

- In studying how media's influence is affected by people's intelligence and education, individual differences theory is an example of the era of:
  - mass theory society
  - cultural theory
  - limited effects
  - scientific perspective on mass communication theory
- Uses and gratifications theory argues that
  - The Audience is not free in choosing media
  - The Audience is not free in choosing media
  - The media users are passively get influenced by media
  - The audience have common objective in selecting a particular media
- Dependency theory argues that
  - people learn to model the behaviors they see through observation.
  - audience members don't just passively take in and store bits of information, they actively process this information, reshape it, and store it.
  - media's influence resides in the relationship between the larger social system, the media's role in that system, and audience relationships to the media.
  - people who share a culture also share an "ongoing correspondence" of meaning.
- According to \_\_\_\_\_, television constructs a reality of the world that, although possibly inaccurate, becomes accepted simply because we as a culture believe it to be true.
  - critical cultural theory
  - the Frankfurt School
  - cultivation analysis
  - social construction of reality theory



- v. According to Wright, the audience in mass communication is relatively
- Large, homogenous and anonymous
  - Small, heterogeneous and anonymous
  - Large, heterogeneous and anonymous
  - Small, homogenous and anonymous

**[B] Write very short notes on the following:-**

**[5x2=10 marks]**

- Opinion leaders
- Cool media
- Noise
- Libertarian theory
- Karl Marx

**PART B**

**Q.2) Answer any Three:**

**[3x5=15 marks]**

- Describe how does agenda setting theory work?
- Explain social responsibility theory of press.
- Discuss media studies as social science.
- Explain Carl Hoveland attitude change theories
- “Medium is the Message” discuss.
- Elucidate Michel Foucault theory.

**PART C**

**Answer Any three**

**[10x3=30 marks]**

**Q.3) Discuss the contribution of Stuart Hall in cultural/media studies.**

**Q.4) What do you understand by propaganda? Discuss its various types.**

**Q.5) Discuss the impact of mass media and culture on each other.**

**Q.6) Describe the four eras of media theories.**

**Q.7) Differentiate between Magic bullet theory and two step flow theory**

**Q.8) Discuss the information manipulation theory and its consequences.**





# ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2017-18

Subject: History of Indian Journalism

Course: BA-JMC

Full Marks: 60

Time: 3 Hours

Pass Marks: 24

- 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 **FOUR** questions out of which **TWO** questions are to be answered.

## PART A

**Q.1) All questions are compulsory**

**[A] Multiple Choice Questions:**

**(10x1=10)**

- a) The history of modern journalism in Bengal was inaugurated by
- Augustus Hickey
  - McKinley
  - Hermione Granger
  - John Pilger
- b) The first European who attempted to bring out a newspaper in India
- James Augustus Hickey
  - James Silk Buckingham
  - William Carey
  - William Bolt
- c) The printing press was introduced in India during
- 13<sup>th</sup> century
  - 14<sup>th</sup> century
  - 15<sup>th</sup> century
  - 16<sup>th</sup> century
- d) Which was the first vernacular paper in India?
- Bengal Gazette
  - Samachar Darpan
  - Mumbai Samachar
  - The Times of India
- e) Which of the following was considered as 'Gagging Act'?
- (Press Emergency) Power Act
  - Vernacular Press Act
  - Indian Penal Code
  - India Press Code
- f) In India, Englishman William Bolts made the first attempt for the publication of newspapers in
- 1768
  - 1772
  - 1776
  - 1780



g) First news agency of India was?

- i) UNI
- ii) FPI
- iii) PNB
- iv) PTI

h) East India Company introduced censorship for the first time in

- i) 1790
- ii) 1800
- iii) 1795
- iv) 1806

i) Mirut-ul-Akhbar belonged to

- i) Aurbindo Ghosh
- ii) Maulana Abdul Kalam
- iii) Raja Ram Mohan Roy

j) Bal Gangadhar Tilak was associated with this daily

- i) Hindu
- ii) Kesari
- iii) Bombay
- iv) Indian Gazette

**[B] Very Short question**

**(5x2=10)**

- a) Udant Martand
- b) A.P.I
- c) Metcalfe Act
- d) Univarta
- e) Malayalam Manorama

**PART B**

**Q.2) Answer any four:**

**(4x5=20)**

- i) Briefly trace the history of printing
- ii) Write a note on Serampore Missionaries?
- iii) Write the brief introduction of Navbharat Times and Punjab Kesari
- iv) Describe briefly the history of journalism in Jharkhand.
- v) Development of language as a vehicle of communication. Describe briefly
- vi) Discuss the journalistic contribution of Mahatma Gandhi in the freedom movement in India.
- vii) Write short notes on the role of the Indian press and its problems.





PART C

Answer any two:

Q.3) Trace the growth of early journalism in India.

Q.4) Give an account of the growth of the print media in India during and after freedom movement

Q.5) Discuss in detail the contribution of freedom fighters in shaping the Indian Journalism

Q.6) Describe in details the birth and development of the Indian News agencies.

(2) All questions are compulsory

A) Multiple Choice Questions : (2x10)

a) अक्षरों को क्या ही कहा जाये

i) शिखरी

ii) शिखर

iii) शिखर

b) अक्षरों को क्या ही कहा जाये

i) शिखरी

ii) शिखर

iii) शिखर

c) अक्षरों को क्या ही कहा जाये

i) शिखरी

ii) अक्षरों को क्या ही कहा जाये

d) अक्षरों को क्या ही कहा जाये

i) शिखरी

ii) अक्षरों को क्या ही कहा जाये

B) Very Short question (2x2=4)

a) अक्षरों को क्या ही कहा जाये

i) अक्षरों को क्या ही कहा जाये

अक्षरों को क्या ही कहा जाये

b) अक्षरों को क्या ही कहा जाये

i) अक्षरों

ii) अक्षरों





# ARKA JAIN University, Jharkhand

2<sup>nd</sup> Semester Final Examination – 2017-18

Subject : Hindi

Time : 2 Hours

Course: BA

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 **FOUR** questions out of which **THREE** questions are to be answered.
- **Part- C** contains **THREE** questions out of which **TWO** questions are to be answered.

## PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions :

(4x1=4)

- a) कैलाश को क्या हो गया था?
- i) बीमारी
  - ii) सर्प डंसा था
  - iii) बुखार
- b) डॉक्टर चड़डा को कितनी संताने हैं?
- i) दो
  - ii) तीन
  - iii) चार
- c) 'अपवित्र' समास है ?
- i) नञ समास
  - ii) अव्ययीभाव समास
- d) यथाशक्ति समास है?
- i) नञसमास
  - ii) अव्ययीभाव समास

B] Very Short question

(2x2=4)

- a) अर्थ स्पष्ट करें:-
- i) ऐसी बानी बोलिये, मन का आपा खोय !  
औरन को शीतल करै , आपौ शीतल होय ।
- b) निम्नलिखित शब्दों के दो- दो पर्यायवाची शब्द लिखें !
- i) उन्नति
  - ii) किरण



**PART B**

Q2. Answer any three :

(3x5=15)

a) अर्थ स्पष्ट करें:-

रानी गई सिधार चिता अब उसकी दिव्य सवारी थी,  
मिला तेज से तेज, तेज की वह सच्ची अधिकारी थी,  
अभी उम् कुल तेइस की थी ,मनुज नहीं अवतारी थी ,  
हमको जीवित करने आयी बन स्वतंत्रता-नारी थी ,  
दिखा गई पथ, सिखा गई हमको जो सीख सिखानी थी ,  
बुंदेले हरबोलों के मुँह हमने सुनी कहानी थी ,  
खूब लड़ी मर्दानी वह तो झाँसी वाली रानी थी !

b) वचन की परिभाषा देते हुए उनके भेदों को उदाहरण सहित लिखे?

c) विपरीत शब्द लिखे:-

निरक्षर पुरस्कार, बंधन ,निंदा ,निश्चित ,

d) शिक्षण -शुल्क माफ कराने हेतु प्रधानाचार्य के पास आवेदन पत्र लिखिए ।

**PART C**

Answer any two:

(6x2=12)

Q.3) निबन्ध लिखे:-

नोटबंदी अथवा बिज्ञान वरदान या अभिशाप

Q.4) निम्नलिखित शब्दावली का हिन्दी में अनुवाद करें:-

REFUND, TRANSFER, FINANCE, OUTPUT, ACT, CODE

Q.5) धर्मदास का चरित्र -चित्रण करे-





# ARKA JAIN University, Jharkhand

2<sup>nd</sup> Semester Final Examination – 2017-18

JMC

Subject: Computer Application

Course: BA

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 & B** are compulsory.
- **Part- C** contains **TWO** questions out of which **One** questions are to be answered.

## PART A

**Q.1) All questions are compulsory**

**(3x2=6)**

- a. Write the steps to add header and footer in microsoft word document.
- b. Mention the uses of microsoft word.
- c. Mentions any 2 fonts used in microsoft office.

## PART B

**Q.2) Write the below phrase in word**

**(5)**

**“A quick brown fox jumps over a lazy dog”** - Use font color as blue, use appropriate text formatting to write in bold and underline the phrase.

**Q.3) Create 2 slides (cover and thank you) with the following content and use appropriate animation to display the content. Save as powerpoint and write your steps of working. (10)**

**Slide 1 : Title - Annual Weather Report**

**Subtitle - East India Region**

**Presented by - Meteorological Department of India**

**Slide 2 : Thank you**



**PART C**

Answer any one:

(14)

**Q.4)** Create the worksheet with the below information and use the formula (Total distance travelled / Total time taken) to find the Average speed for each cyclist. Write your steps of working

	Total Distance	Total Time	Average speed(Total distance travelled / Total time taken)
Cyclist 1	250	8	
Cyclist 2	225	7.3	
Cyclist 3	190	8.35	
Cyclist 4	184	9	
Cyclist 5	165	7.5	

**Q.5)** Use excel to create the below table and compute the total marks, average marks, maximum and minimum marks scored. Write your steps of working. Format the percentage cells appropriately. Use header and footer for the sheet.

Name of the student - Priyanka				
Marks on different subjects				
English	Hindi	Maths	Science	Total Marks
70%	56%	78%	87%	
Average				
Maximum				
Minimum				