



# ARKA JAIN University, Jharkhand

3<sup>rd</sup> Semester Final Examination – 2019

Subject: Introduction to Cinema

Time: 3 Hours

Course: BJMC

Full Marks: 70

Pass Marks: 28

- Candidates are encouraged 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 **FIVE** questions out of which **THREE** questions are to be answered.

## PART A

### Q.1. Multiple Choice Questions

10x1=10

- Which of the following was the first Indian film;  
a) PatherPanchali    b) Aparajito    c) Raja Harischandra    d) None of these
- Which of the following was not influenced by the German expressionism;  
a) Theatre    b) Music    c) Painting    d) None of these
- Who among the following is serving as the current chairman of censor board;  
a) Pahlaj Nihlani    b)Gajendra Chouhan    c) Praseen Joshi    d) None of these
- Who among the following coined the word documentary;  
a) John Grierson    b) Dada Saheb Phalke    c) Allen Parx    d) None of these
- Who among the following directed the documentary film Final Solution:  
a) Chuck Russell    b) Rakesh Sharma    c) Saba Dewan    d) None of these
- Which of following year Indian government formed the film division;  
a) 1998    b) 1948    c) 1988    d) None of these
- Which of following year Burma-Shell came to India;  
a) 1955    b) 1990    c) 1950    d) None of these
- Viii .Which of the following film won the Oscars in the year 2019;  
a) Green Book    b)The girl in 419    c) Blood Money    d) None of these
- viii. Which of the following means A in the film certification;  
a) Action    b) Adult    c) Aerial    d) None of these
- ix. Which of the following is not a process of filmmaking;  
a) Post production    b) Pre production    c) Production    d) None



**Q.2.) Write short note on all the following**

**5x2=10**

- a) Mise-en-scene
- b) Neo-realism
- c) Montage
- d) Film and Television Institute of India
- e) Plot

**PART B**

**Q.3) Answer any four of the following questions:**

**4x5=20**

- a) Classical narrative of Hollywood
- b) The different type of film endings
- c) Parallel cinema
- d) National Film Archive of India
- e) Film genres
- f) Diegetic and Non-Diegetic elements

**PART C**

**Answer any three of the following questions:**

**3x10=30**

- Q.4) The development of the German Expressionism
- Q.5) Explain the different systems of narrative films
- Q.6) Explain the process of film makes step by step
- Q.7) What are the different roles of the directorial team in a film. Explain

**Q.8) Explain in detail the Apparatus theory of film.**





## ARKA JAIN University, Jharkhand

3<sup>RD</sup> Semester Final Examination – 2019

Course: BJMC

Subject: Media and Globalization

Time: 3 Hour

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 **FIVE** questions out of which **THREE** questions are to be answered.

### PART A

#### Q.1) A] Multiple Choice Questions:

(10x1=10)

- Information Age is also known as;  
a) Digital age      b) Medieval period      c) Stone age      d) Iron age
- Which one of the followings is run by 'Australian Broadcasting Corporation Network'?  
a) NBC      b) ABC Television      c) PBS Americad      d)BBC Television
- The full form of news agency 'PTI' is;  
a) Produce Traceability Initiative      b) Press Trust of India      c) Parent Training and Information  
d) Planning Time Index
- UNESCO's General Conference, at its 29th session, adopted the Resolution 29 which focuses on;  
A) International peace      b) Population Control  
c) Condemnation of Violence against Journalists      d) Communication problem
- The National Broadcasting Company (NBC) is sometimes referred to as;  
a) iTV2      b) CBC Television      c) ABC HD      d) Peacock Network
- American newspaper 'The New York Times' is based in;  
a) Paris      b) United States      c) New York City      d) London
- Basic function of a news agency is to deliver;  
a) Biased news      b) Only Political news      c) Stale and partial news      d) Up-to-date, impartial and Well written news
- BBC Television in-house Television production separated into a new division called;  
a) BBC Sport      b) BBC Studios      c) BBC Player      d) BBC Three
- Associated Press (AP) is;  
a) Global news agency      b) biased news provider      c) Television channel      d) Radio station



ix. The idea of a global Information Society can be viewed in relation to whose prediction;

- a) Mahatma Gandhi      b) Marshall McLuhan      c) Karl Marx      d) Everett M. Rogers

**Q. 1. B] Write short note on all the following**

**(5x2=10)**

- a) BBC Radio
- b) Media Imperialism
- c) Media Hegemony
- d) Many Voices One World
- e) Right to freedom of opinion and expression

### PART B

**Q2. Answer any four of the following questions**

**(4x5=20)**

- a) What do you mean by Cultural Imperialism?
- b) What is MacBride Commission?
- c) What is Information flow theory?
- d) What is the importance of News Agencies.
- e) Name any five television channels by British Broadcast Corporation (BBC)
- f) What do you mean by 'New World Information and Communication Order' (NWICO)

### PART C

**Answer any three of the following questions**

**(3x10=30)**

- Q.4) Give your argument on Marshall McLuhan's concept of 'Global village'
- Q.5) Explain the role of media in protection of Human rights.
- Q.6) 'India is an unsafe place for Journalists'. Give your arguments.
- Q.7) Explain the role of television in the globalization process.
- Q.8) Explain how television helps in Globalization?





# ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2019

Course: BJMC

Subject: Entrepreneurship Development

Time: 3 Hours

Full Marks: 70

Pass Marks: 28

- Candidates are encouraged 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.
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- **Part- C** contains **Six** questions out of which **Three** questions are to be answered.

## PART A

### Q.1 A) Multiple Choice Questions

(10x1=10)

- i) "Angels" usually provide what type of financing?
- |                |                              |
|----------------|------------------------------|
| a) Debt        | b) Equity                    |
| c) Stock Sales | d) None of the given options |
- ii) As a company grows, the entrepreneur should focus on his/her:
- |   |                           |
|---|---------------------------|
| a) Technical ability to complete a task | b) written communication. |
| c) Management and motivation skills.    | d) Public speaking        |
- iii) The most common form of organization for a small business is:
- |                         |                      |
|-------------------------|----------------------|
| a) partnerships         | b) corporations      |
| c) sole proprietorships | d) limited companies |
- iv) Which of the following is false?
- a) A business plan is often prepared by an existing company to ensure that growth is properly managed.
- b) A business plan is usually not required when obtaining financing for a start-up.
- c) If a business plan is completed for a start-up, it may help the entrepreneur avoid costly Mistakes.
- d) All of the above.
- v) Which of the following is the backbone of financial plan?
- |                       |                             |
|-----------------------|-----------------------------|
| a) Budgeting          | b) Capital                  |
| c) Nature of business | d) All of the given options |
- vi) Which one of the following is NOT an important activity of Business Plan in a new venture?
- |                                   |                    |
|-----------------------------------|--------------------|
| a) Background of the Entrepreneur | b) Functional Plan |
| c) Industry Analysis              | d) Company Name    |
- vii) A business center that offers working space and specialized support for new ventures is called:
- |              |               |
|--------------|---------------|
| a) Isolator  | b) Injector   |
| c) Incubator | d) Integrator |



- viii) :- Banks are usually reluctant to give loan to the
- a) Private Limited Companies
  - b) Partnership Firm
  - c) Public Limited Company
  - d) Sole Proprietor
- ix) The \_\_\_\_\_ plan should contain control points to ascertain progress
- a) Business
  - b) Marketing
  - c) Operational
  - d) Financial
- x) The entrepreneur must possess the abilities
- a) Creative
  - b) Conceptualization
  - c) Understanding Environment
  - d) All of the above

**Q.1.B) Write short note on all the following questions**

**(5x2=10)**

- a) EDI    b) NSIC    c) DIC    d) NIESBUD    e) SIDC

**PART B**

**Q. 2. Answer any four of the following questions:**

**4x5=20**

- i) What do you mean by Entrepreneurship?
- ii) What is the role and function of business incubators?
- iii) List the different types of Entrepreneurs.
- iv) Describe various steps of setting up entrepreneurship firm.
- v) What is Business Idea? Describe in brief various sources of business idea.
- vi) Write Note on Business Incubation.

**PART C**

**Answer any three of the following questions:**

**Q.3) What are the different sources of fund for startup business?**

**Q.4) Discuss the skills of an Entrepreneur.**

**Q.5) What are the different stages of startup funding?**

**Q.6) What is Project Report for a Business? What are the contents of Project report? How to write Effective Project report?**

**Q.7) How will you define Working Capital Management? How is it important and what are the Benefits Working Capital Management?**

**Q.8) Write Note on registration of SSI. What are the importance and benefits of registration of SSI?**





# ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2019

Subject: Media Management

Course: BJMC

Time: 3 Hours

Full Marks: 70

Pass Marks: 28

- Candidates are encouraged 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.
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- **Part- C** contains **Six** questions out of which **Three** questions are to be answered.

## PART A

### Q.1 A) Multiple Choice Questions

(10x1=10)

- “Management is the art of knowing what you want to do and then seeing that it is done in the best and cheapest way”-Who said this?
  - Henry Fayol
  - Lawrence
  - Frederick Taylor.
  - None.
- Good management demands;
  - Individual effort
  - Group effort
  - Both
  - None
- Who is the editor of the newspaper ‘The Telegraph’?
  - Sujit Ghosh
  - K. Narayan
  - Shouvik Dutta
  - None.
- The name of the newspaper on editorial page is termed;
  - Masthead
  - Flag.
  - Ear
  - None
- Who is the editor of ‘Dainik Jagran’
  - Sanjay Gupta.
  - Sudeep Gupta
  - Sunil Kumar Gupta
  - None
- ‘Letters to the editor’ page allows you to write your;
  - Feedback
  - Opinion
  - Both.
  - News story
- Extra ordinary exclusive story that is not available on other newspaper is called;
  - Scoop.
  - Slant
  - Slug
  - None
- Internal house journal is published to update company’s
  - Internal employees.
  - External employees
  - Both
  - None
- ix) ‘PIB’ Stands for;
  - Paper Information Brand
  - Press Information Bureau.
  - Political Information Bureau
  - None



xi. 'ANI' stands for;

- a) Asian News Information   b) Asian News International.   c) Asian News Investigation   d)  
None

**Q.1.B) Write short note on all the following questions**

**(5x2=10)**

- a) Resident Editor                      b) Proofreader                      c) Social Responsibility Theory  
d) Copy Editor                              e) AIR

**PART B**

**Q. 2. Answer any four of the following questions:**

**4x5=20**

- 1) Describe the significance of management.
- 2) What is media management? Write three scope of media management.
- 3) Write five major functions of media management.
- 4) Describe the term 'Yellow journalism and Stringer'.
- 5) Write five important distinctive features of media economics.
- 6) Describe four important functions of circulation department of a newspaper organization.

**PART C**

**Answer any three of the following questions:**

**3x10=30**

- 1) Discuss eight important principles of media management.
- 2) Discuss the functions of the various department of a newspaper organization.
- 3) Discuss the types of newspaper ownership in India.
- 4) Define House Journal. Explain the features and process of making a house journal.
- 5) Define News Agency. Discuss the role and functions of a news agency.
- 6) Media as an Industry and Profession-Discuss





# ARKA JAIN University, Jharkhand

3<sup>rd</sup> Semester Final Examination – 2019

Subject: Introduction to New Media

Course: BJMC

Full Marks:70

Pass Marks: 28

Time:3 Hours

- Candidates are encouraged 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 **Five** questions out of which **Three** questions are to be answered.

## PART A

### Q.1. Multiple Choice Questions

10x1=10

i)Which of the following is not a new media;

- a) Hard drive      b) Flash drive      c) Mobile      d) None of these

ii)Which of the following is not required in video conferencing;

- a) DVD      b) Monitor      c) Headphones      d) All

iii)Which of the following is not a social media;

- a) LinkedIn      b) Facebook      c) Whatsapp      d) None of these

iv)Which of the following owns instagram;

- a) Facebook      b) Google      c) Windows      d) None of these

v)Which of the following is the founder of youtube:

- a) Jawed Karim      b) Chad Hurley      c) Steve Chend) All

vi)Which of following is owned by Jeff Bezos;

- a) Amazon      b) Instagram      c) Shanghai Times      d) None of these

vii)Which of following year twitter was launched:

- a) 2005      b) 2006      c) 2007      d) 2008

viii)Which of the following is a type online advertising;

- a) Pay-Per click      b) Myntra      c) Indiamartd) All

ix)Which of the following is an antonym of citizen journalism;

- a) Public Journalism      b) Guerrilla Journalism      c) Democratic Journalismd) None



x) Who among the following is considered as the first citizen journalist;

- a) Abraham Zeiling    b) Abraham Zapruder    c) Abraham Charles    d) None

Q.2.) Write short note on all the following

5x2=10

- a) Blog
- b) E-mail
- c) MultiVideo conference
- d) Microphone
- e) MCU

### PART B

Q.3) Answer any four of the following questions:

4x5=20

- a) Briefly explain search engine optimization
- b) Briefly explain the characteristics of online journalism
- c) Explain in brief the advantages of media convergence
- d) Briefly explain the structure of blog
- e) Citizen journalism is boon or curse. Argue
- f) How is blog different from journalism. Argue

### PART C

Answer any three of the following questions:

3x10=30

- Q.4) Explain the Shannon and Weaver model of communication
- Q.5) Explain the difference between journalism and blogging
- Q.6) Explain the advantages and disadvantages of E-mail
- Q.7) Discuss the key features of online journalism
- Q.8) What are the different components required in video conferencing. Explain in detail





Subject: CSR

Time: 3 Hours

Course: BA All

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

**PART A**

**Q.1)A. Multiple Choice Questions**

**(10x1=10)**

- i) \_\_\_\_\_ is the main driver of CSR globally with the highest percentage.
- a) Being the right thing to do.                      b) Customer Demand  
c) Cost Management                                      d) none of the above.
- ii) \_\_\_\_\_ is the act of a corporation promoting the welfare of others
- a) Corporate Social Responsibility                      b) Ethical Responsibility  
c) Corporate Philanthropy                                      d) None of these
- iii) These values base morality on human faculties like logic and reason.
- a) Spiritual Values    b) Aesthetic Values  
c) Secular Values    d) Psychological Values
- iv) \_\_\_\_\_ is known as the communication of information by people inside the public firms to the people outside.
- a) Insider Trading    b) Information Mishandling  
c) Corporate Disclosure                                      d) None of the above
- (v) A guide of principles designed to help professionals conduct business honestly and with integrity is known as
- (a) Ethics Committee  
(b) Ethics Management Program  
(c) Code of Ethics  
(d) None of the above
- (vi) The element of Indian Ethos is
- (a) Focus on the Permanent  
(b) Quest for Perfection  
(c) Joy in Performing One's Function  
(d) All of the above



vii) CSR is applicable on every company including its holding or subsidiary having Net Profit having

- a) 500 crore or more  
b) 1000 crore or more  
c) 5 crore or more  
d) None of the above.

viii) Scope of CSR mainly covers its duties towards

- a) Shareholders  
b) Employees  
c) Customers  
d) All of the above.

ix) Organizations can manage ethics in their workplace by establishing an \_\_\_\_\_ program

(x) \_\_\_\_\_ value refers to the relative importance that an individual places on an item, idea, person because of the way it makes them feel.

**B] Very Short questions:**

(5x2=10)

- 1) List 2 awards for CSR in India
- 2) What is Whistle blowing?
- 3) State the characteristics of Business Ethics.
- 4) State two important Vedantic Indian Values
- 5) Write a short note on ethics committee.

**PART B**

**Answer any Four:**

(4x5=20)

- i) What is CSR Committee? What are its functions?
- ii) What are the factors influencing CSR in India?
- iii) Write a note on Applicability of CSR.
- iv) What is the importance of Business Ethics?
- v) What do you mean by Corporate Philanthropy?
- vi) What do you mean by Corporate Disclosure?

**PART C**

**Answer any three**

(10x3=30)

- 1) What is value impact on Business? Give Examples.
- 2) Discuss about the Indian Value System.
- 3) Discuss the Pyramid Model of CSR.
- 4) What do you mean by work ethos? List the traits of good work ethos?
- 5) Elaborate on the six system of thought.
- 6) How is Schedule 7 relevant in CSR?