

3rd Semester Examination –2021-22

Subject Course Full Marks : Introduction to Cinema

: BA.JMC (Hons.)

Roll No:

Time : 3 Hours

Instructions to the Candidates:

• Read the question paper very carefully.

: 70

- 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 containing 12 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.
- Possession of <u>Mobile Phones</u> or any kind of <u>Written Material</u>, <u>Arguments with the Invigilator</u> or <u>Discussing</u> <u>with Co-Student</u> will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.

PART A

MULTIPLE CHOICE QUESTIONS

1. Nagarik, Do bigha zamin, Neecha nagar are the films made during;

- a. 'Silent era' of indian cinema
- c. 'Commercial film' era

b 'Golden age' era of Indian cinemad. All of the above

2. Which among the following statement is incorrect?

- a. Cinema is not a medium of non-verbal communication
- **b.** The nature of cinema makes it more weaker mass medium
- **c.** Both (a) and (b)
- d. None of the above

3. The Unmechanical, The mechanical man and The pathetic fallacy are internationally known names for which film?

a.Mother India

c. Do beegha zameen

d. Lagaan

(12x1=12)

4. Most common pop-culture categories are;

a. Film & music

c. News & technology

b. Sports & video games **d.** Option (a), (b) and (c)

- 5. Role of a foley artist is to;
- a. Do Runner's task
- **b.** Operate boom during shooting
- c. Look after the shooting task on set
- d. Fabricate sounds that weren't correctly recorded during film shooting

b. Ajantrik

6. Example of Non-diegetic sound is;

- a. Character narration
- c. Sound effects outside of the film world

b. Soundtrack or music overlay **d.** Option (a), (b) and (c)

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7. Dialogue, nai	rration, music and sound effe	cts are types of;		
a. Sound	b. Plot	c. Conflict	d. Visual	
8. Which among	g the following roles are assoc	ciated with film director	?	
a. Responsible for	or the creative aspects	b. Directing actors		
c. Always prepared for a lot of hard work		d. Option (a), (b) and (c)		
9. Elements of s	cript writing are;			
a. Dialogue	b. Character name	c. Scene heading	d. Option (a), (b) and (c)	
10. A short film Hanging Ga	of wrestlers Pundalik Dada a rdens was filmed by;	and Krishna Navi which	was shot at Bombay's	
a. Satyajit ray		b. Harishchandra Sakharam Bhatwadekar		
c. Bimal Roy	and the second second second second	d. Dadasahed Phalke		
11. Which amor Market?	ng the following films marked	brighter future for Hin	di cinema in the Internation	al
a. Lagan	b. Monsoon wedding	c. Salaam Bombay	d. Option (a), (b) and (c)	
12. Which amon	ng the following statement is o	correct?		
	of Indian films from 'Golden er film 'Sree Pundalik' by Dadas			
v. onen maralli	min sice runualik by Dadas	alled 1 orne was the last fi	Im released in India	

- c. Dadasahed Phalke made India's first full length film
- d. 'Do bigha zameen' was inspired by Rabindranath Tagore's 'Do duni chaar'.

PART B

ANSWER ANY FOUR OUT OF SIX

- 1. Explain why pre-production phase is important in film making?
- 2. Explain narrative elements of film.
- 3. How film director plays an important role in film making.
- 4. Explain the contribution of film director Satyajit Ray in Indian cinema.
- 5. Write about the growth of Indian parallel cinema.
- 6. Explain how to analyze a film?

PART C

ANSWER ANY TWO OUT OF FOUR

- 1. Explain production and post production process and its importance in film making.
- 2. What do you mean by 'Film genre'? Explain any five types of film genre.
- 3. Explain feminist film theory. How women are portrayed in Indian cinema?
- 4. What are the different types of sound used in film production? Also explain the
- 5. Importance of sound in film making.

2

(2x15=30)

(4x7=28)

K



Subject Course	: Introduction To New Media : BAJMC (Hons.)	Roll No	:
Full Marks	: 60	Time	: 3 Hours.

Instructions to the Candidates:

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- 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 containing 10 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
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PART AMULTIPLE CHOICE QUESTIONS(10x1=10)			
1. Which of the following trait does not belongs to web 3.0?			
a. Website	b. Social Media	c. Virtual World	d. None
2. Which of the following is not a form of New Media?			
a.Chat Rooms	b. Web Advertising	c. E-Mail	d. None
3. Which of the following social media started hashtags?			
a.LinkedIn	b. Facebook	c. Twitter	d. None
4. Which of the following organization owns Instagram?			
a.LinkedIn	b. Facebook	c. Twitter	d. None
5. Which among the following was the first social media website?			
a.Six Degrees	b. Facebook	c. Orkut	d. None
6.Which among the following is not a characteristic of new media?			
a.Digital	b. Division	c. Hypertext	d. None
7. Who among the following is the current IT minister of India?			
a.Anurag Thakur	b.AshwiniVaishnaw	c. Ravi Shankar Prasad	d. None

8. Find the odd one out:

a. Alta Vista	b. Google	c. Yahoo	d. None	
9. Which of the follo	owing is synonym of citizen j	ournalism?		
a. Public Journalism	b.Guerrilla Journalism	c. Both	d. None	
10. Which of the following category "pegasus" belongs to?				
a. Spyware	b.Lamare	c. Hardware	d. None	
	自己的是你的是我们都是没有这些问题。""你们是你们			

PART B

(5x4=20)

(2x15=30)

ANSWER ANY FOUR OUT OF SIX

1. Write a brief note on Citizen Journalism.

- 2. Explain any five characteristics of New Media in brief.
- 3. New media is a threat to traditional media. Argue
- 4. Explain in brief "call to action" with respect to blogging.
- 5. Write a short note on MCU.
- 6. Explain in brief how new media is the need of the hour.

PART C

ANSWER ANY TWO OUT OF FOUR

2

- 1. Search Engine Optimization is an advance new media tool, discuss its importance in detail.
- 2. Explain in detail the history of Internet.
- 3. The internet today is acting as boon and curses both, explain in detail.
- 4. Explain Media Convergence in detail with its advantages and disadvantages.



3rd Semester Examination –2021-22

Subject: Media ManagementCourse: BAJMC (Hons)Full Marks: 70

Roll No:

Time : 3 Hours.

(12x1=12)

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PART A

MULTIPLE CHOICE QUESTIONS

1. PIB stands for what? a. Press Information Bureau, b. Press Industry Bureau, c. Public Information Bureau d. Product Information Bureau 2. Management is the function of getting things done through people and directing the efforts of individuals towards a common objective a. Theo Haimann b. Henry Fayol c. Lawrence d. Fredrick Taylor 3. "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? a. Henry Fayol d. None. b. Lawrence c. Frederick Taylor. 4. Good management demands; a. Individual effort d. None b. Group effort c. Both 5. Who is the editor of the newspaper 'The Telegraph'? a. Sujit Ghosh b. K. Narayan c. Shouvik Dutta d. None. 6. Match the following a. Reuter 1.1949 2.1961 b. AFP 3.1851 c. PTI 4.1835 d. UNI

2 2 1 2				
	e is termed;			
b. Flag.	c. Ear	d. None		
8. Who is the editor of 'DainikJagran'?				
b.Sudeep Gupta	c. Sunil Kumar Gupta	d. None		
9. 'Letters to the editor' page allows you to write your;				
b. Opinion	c. Both.	d. News story		
10. Extra ordinary exclusive story that is not available on other newspaper is called;				
b. Slant	c. Slug	d. None		
11. Good management demands;				
b. Group effort	c.Both	d.None		
12. Who is the editor of the newspaper 'The Hindu'? a.Sujit Ghosh b. K. Narayan c.Shouyik Dutta d None				
		d.None.		
	2 1 2 paper on editorial page b. Flag. DainikJagran'? b.Sudeep Gupta page allows you to wri b. Opinion ve story that is not ava b. Slant nands; b. Group effort e newspaper 'The Hind	2 1 2 paper on editorial page is termed; b. Flag. c. Ear 2 2 2 2 2 2 2 2 2 2 2 2 2		

PART B

ANSWER ANY FOUR OUT OF SIX

12 D1 C1 D2

(4x7=28)

- 1. What are the characteristics of Management?
- 2. What is Cross Media? Explain.
- 3. What is media management? Write three scope of media management.
- 4. Write five major functions of media management.
- 5. Describe the term 'Yellow journalism and Stringer'.
- 6. Who is Proofreader and Point out his responsibilities?

PART C

ANSWER ANY TWO OUT OF FOUR

- 1. How many departments are there in print media and what are those? Explain.
- 2. Discuss types of News Ownership in India. With example.
- 3. Media as an Industry and Profession, How
- 4. Discuss eight important principles of media management.

(2x15=30)