

7. Dialogue, narration, music and sound effects are types of;
- a. Sound b. Plot c. Conflict d. Visual
8. Which among the following roles are associated with film director?
- a. Responsible for the creative aspects b. Directing actors
c. Always prepared for a lot of hard work d. Option (a), (b) and (c)
9. Elements of script writing are;
- a. Dialogue b. Character name c. Scene heading d. Option (a), (b) and (c)
10. A short film of wrestlers Pundalik Dada and Krishna Navi which was shot at Bombay's Hanging Gardens was filmed by;
- a. Satyajit ray b. Harishchandra Sakharam Bhatwadekar
c. Bimal Roy d. Dadasahed Phalke
11. Which among the following films marked brighter future for Hindi cinema in the International Market?
- a. Lagan b. Monsoon wedding c. Salaam Bombay d. Option (a), (b) and (c)
12. Which among the following statement is correct?
- a. Less number of Indian films from 'Golden era' is included among the greatest films.
b. Silent marathi film 'Sree Pundalik' by Dadasaheb Torne was the last film 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

(4x7=28)

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

(2x15=30)

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.



ARKAJAIN
University
Jharkhand

3rd Semester Examination –2021-22

Subject : Introduction To New Media
Course : BAJMC (Hons.)
Full Marks : 60

Roll No :
Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- 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.
- 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 Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will comes under Unfair Means and will Result in the Cancellation of the Papers.

PART A

MULTIPLE 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. Ashwini Vaishnav 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 following is synonym of citizen journalism?

- 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

PART B

ANSWER ANY FOUR OUT OF SIX

(5x4=20)

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

(2x15=30)

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.

- a. A3, B4, C1, D2
 b. B3, A1, C4, D2
 c. C2, A4, B3, D1
 d. A2, B1, C3, D2
7. The name of the newspaper on editorial page is termed;
 a. Masthead b. Flag. c. Ear d. None
8. Who is the editor of 'DainikJagran'?
 a. Sanjay Gupta b.Sudeep Gupta c. Sunil Kumar Gupta d. None
9. 'Letters to the editor' page allows you to write your;
 a. Feedback b. Opinion c. Both. d. News story
10. Extra ordinary exclusive story that is not available on other newspaper is called;
 a. Scoop. b. Slant c. Slug d. None
11. Good management demands;
 a. Individual effort b. Group effort c.Both d.None
12. Who is the editor of the newspaper 'The Hindu'?
 a.Sujit Ghosh b. K. Narayan c.Shouvik Dutta d.None.

PART B

ANSWER ANY FOUR OUT OF SIX

(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

(2x15=30)

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.