



ARKA JAIN
University
Jharkhand



END SEM EXAMINATION
School of Humanities

Program Bachelor of Arts (Journalism and Mass Communication Hons.)

Subject Name Television Production

Semester VI

Year April 2024

• Start writing from 2nd page onwards; don't Write on the 1st Page Backside
• Answer all Questions of Section A (Compulsory)

• Answer Any Four out of Six of Section B

• Answer Any Two out of Four of Section C

• Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

Time: 3 Hour

Max. Marks :
60

Section A (Each question Carry 01 Marks from Q1-i to Q1-x) - 10 Marks

Q. No. 1	QUESTIONS	Marks	COs
i	Which one among these captures still photographs and videos, either on film or digitally? a) Sound recorder b) Still Camera c) Video camera d) All of these	01	CO2
ii	Which phase of television production includes researching and idea generation? a) Production phase b) Pre production phase c) Post production phase d) None	01	CO1
iii	Which among the following is/are television broadcast standard? a) PAL b) SECAM c) NTSE d) All of these	01	CO5
iv	A monitor which displays operation as well as allows us to see what we are recording is; a) Light shoe b) View finder c) Earphone socket d) Lens cap	01	CO2
v	The full form of HDTV is; a) High Digital Television b) High digital Tele Vision c) High Definition Television d) High data Tele Vision	01	CO4
vi	A form of television advertisement that lasts longer than a regular advertisement is; a) Advertisement b) Commercial c) Both (a) and (b) d) None of these	01	CO4

vii	The frame is divided into three parts, both horizontally and vertically under; a) Three shot b) Third angle c) Three point lighting d) Rule of third	01	CO3
viii	Costs such as casting actors and hiring crews etc. are included in which of these; a) Dubbing b) Video editing c) Production Budget d) Script writing	01	CO1
ix	Sitcom is a; a) Infomercial b) Teaser b) Funny television programme d) Horror television programme	01	CO4
x	A video shot which emphasizes facial expression is; a) Medium shot b) Extreme close-up shot c) Extreme long shot d) Long shot	01	CO3

Section B (Answer any FOUR out of SIX) – 20 Marks
(Each question Carry 5 Marks)

Q. No.	QUESTIONS	Marks	COs
2	What do you mean by shooting schedule? How is it important in television production?	05	CO1
3	What are the qualities of a good television journalist?	05	CO4
4	Differentiate between 'Hard news' and 'Soft news' with example.	05	CO4
5	What do you mean by Color Balance? Why color balance is important?	05	CO2
6	Describe any five different camera movements.	05	CO3
7	What is Virtual Reality Set? What is the use of Virtual Reality in news production?	05	CO5

Section C (Answer any Two out of Four) – 30 Marks
(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs
8	Explain major video format standards used around the world.	15	CO4
9	Explain 'Multi-camera Production' setup in a studio for shooting a panel discussion?	15	CO5
10	Explain the roles of different production team members involved in Television production.	15	CO1
11	Explain various types of video shots used in television programme production.	15	CO3

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END SEM EXAMINATION
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Program	Bachelor of Arts (Journalism and Mass Communication Hons.)	
Subject Name	Public Relations	Semester VI
		Year April 2024
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will result in the <u>Cancellation of the Papers.</u> 	

Section A (Each question Carry 01 Marks from Q1-i to xii) - 12 Marks			Marks	COs
Q.N1	QUESTIONS			
i	The CSR is also referred as which of the following? a) Social Responsibility b) Business Responsibility c) Both d) None		01	CO5
ii	PRSA was established in which of the following year? a) 1955 b) 1976 c) 1974 d) None		01	CO1
iii	A background includes which of the following? a) Profit Motive b) Facts of the organization c) Both d) None		01	CO4
iv	Who among the following is first public relations counsellor? a) Ivy Lee b) Shane Lee c) Iva Lee d) None		01	CO1
V	Which of the following is not included in organizing a press conference? a) Cultural Program b) Q &A Sessions c) Hi-Tea d) None		01	CO4
vi	Which of following is not a type of responsibility in CSR? a) Philanthropic b) Ethical c) Legal d) None		01	CO5
vii	Training and Induction programs falls under which category of communication? a) Mails b) Downward Communication c) Letters d) None		01	CO2

viii	When employees are communicating amongst themselves, it falls under which of following? a) Upward Communication b) Horizontal Communication c) None	01	CO2
ix	What is 'A' in RACE is? a) Active Plan b) Acting Plan c) None	01	CO1
x	Which of the following component is not an element of corporate identity? a) Symbols b) Behavior c) Communications d) None	01	CO4
xi	Who among the following defined the four types of Publics? a) Grunig and Haunt b) Gurung and Hamat c) None	01	CO2
xii	Annual reports, printed literature are part of which of the following? a) Internal Media b) External Media c) Both	01	CO3

10 Explain in detail the different steps involved in organizing a press conference.

15

CO4

11 Explain in detail the pyramid of corporate social responsibility with examples.

15

CO5

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 7 Marks)

Q. No.	QUESTIONS	Marks	COs
2	Briefly explain any five goals of investor relations.	07	CO3
3	What is lobbying? Explain in brief with suitable examples.	07	CO3
4	Explain the different types of publics with suitable examples.	07	CO2
5	Briefly explain any two models of public relations.	07	CO3
6	Write a short note on reputation management with suitable examples.	07	CO3
7	Briefly explain the different types of corporate identity with suitable examples.	07	CO3

Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs
8	Explain in details the relationship between CSR and PR.	15	CO5
9	Explain in detail the role of new media in corporate communication.	15	CO4



Program Bachelor of Arts (Journalism and Mass Communication Hons.)	
Subject Name Introduction to Communication Research	Semester VI
	Year April 2024
<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>. 	
Time: 3 Hour Max. Marks : 70	

Section A (Each question Carry 01 Marks from Q1-i to xii) - 12 Marks		COs	Marks
Q. N1	QUESTIONS		
i	Which one of the following falls under the category of research development? a) Philosophical Research b) Descriptive Research c) Action Research d) All of the above		01 CO1
ii	What is the default sample size of participants considered in pre-tests of questionnaires? a) 05 b) 30 c) 1000 d) None of these		01 CO4
iii	Basic research is generally carried out to address; a) Political problem b) Immediate problem c) Theoretical problem d) Economic problem		01 CO1
iv	Which of the following is a source of secondary data? a) Book b) Research Journal c) Both (a) and (b) d) None of these		01 CO3
v	Which of the following helps you to identify a good research problem? a) Subject command b) Literature Review c) Theoretical knowledge d) All		01 CO2
vi	Which method involves studying the entire population or universe of research? a) Quantitative Method b) Case Study Method c) Interview Method d) None of these		01 CO4

Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs
8	Explain survey design? Write seven significant merits of survey design.	15	CO3
9	Explain observation method and content analysis in detail.	15	CO6
10	Explain quantitative and qualitative research approach with examples.	15	CO2
11	What is sampling technique? Give seven differences between Probability and Non-Probability Sampling.	15	CO4

vii	Choose the correct statement related to research; a) It is a process of systematic inquiry b) It entails collection of data and documentation of critical Information. c) Both (a) and (b) d) None of these	01	CO1
viii	A set of developed assumptions about research problem is called; a) Research hypothesis b) Literature review c) Research design d) None	01	CO2
ix	A compiled research findings is generally termed as; a) Research report b) Research findings c) Research design d) None of these	01	CO6
x	Which among these is a process of converting data into a form that can be analyzed? a) Literature Review b) Data coding c) Action Research d) Research report	01	CO5
xi	Action research deals with; a) Historical problem b) Political Problem c) Immediate problem d) None	01	CO1
xii	A conclusion drawn on the basis of evidence and reasoning is called; a) Suggestion b) Inference c) Conclusion d) All of these	01	CO6
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 7 Marks)			
Q. No.	QUESTIONS	Marks	COs
2	Define media research. Write five characteristics of descriptive research.	07	CO1
3	Write seven importance of statistics in research.	07	CO5
4	What is questionnaire in research? Differentiate between questionnaires & schedule.	07	CO3
5	What is case study method? Mention five purposes of conducting case study research.	07	CO2
6	What is census survey? Write four advantages of it.	07	CO3
7	What is plagiarism? Write four point how to avoid plagiarism.	07	CO6