

CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
CO1	Understand the new media technology.	
CO2	Understand the new media applications and its usage.	
CO3	Develop their understanding on online journalism and social media.	
CO4	Know about Internet and Cyber World	
CO5	Create Blogs and Vlogs	

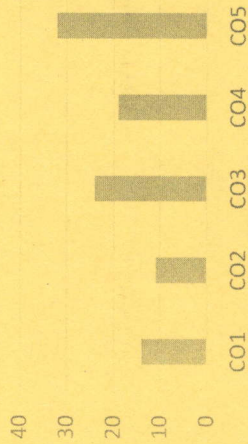
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (Journalism and Mass Communication Hons.)	
Subject Name	Introduction to New Media	Semester III Year Nov/Dec 2024
Time: 3 Hour Max. Marks : 60	<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 Unfair Means and will Result in the Cancellation of the Papers. 	
Knowledge Level (KL)	K1 : Remembering	K5 : Evaluating
	K2 : Understanding	K6 : Creating

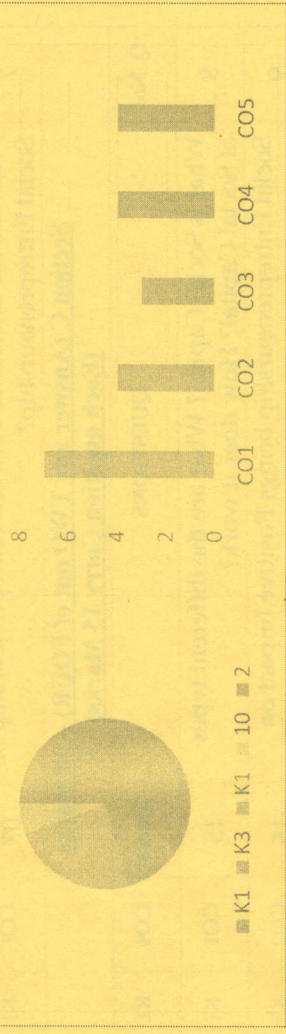
Q.N	QUESTIONS	Marks	COs	KL
i	Which among the following is not a characteristic of new media? a) Digital b) Division c) Hypertext d) None	01	CO1	KL2
ii	In which year Internet was launched officially for public? a) 1999 b) 2021 c) 1996 d) None	01	CO1	KL2
iii	Who among the following is considered as the first Citizen Journalist? a) Abraham Charles b) Abraham Link c) Abraham Zaplie d) None of these	01	CO5	KL1
iv	Which among the following was the first social media website? a) Orkut b) Facebook c) Six Degrees d) None	01	CO1	KL4
v	In which of the following year YouTube was found? a) 2009 b) 2010 c) 2005 d) None of these	01	CO2	KL1
vi	E-mails lacks in which of the following? a) Personal Approach b) Professionalism c) Research d) None	01	CO1	KL4

vii	Find the odd one out: a) Alta Vista c) Mozilla	b) Bing d) None of these	01	CO2	KL3
viii	Which of the following social media started hashtags? a) LinkedIn c) Twitter (now X)	b) Facebook d) None	01	CO3	KL6
ix	Select the odd one out: a) Websites c) Facebook	b) LinkedIn d) X	01	CO4	KL2
x	Which of the following trait belongs to web 2.0? a) Website c) Virtual World	b) Chatbots d) None	01	CO2	KL3
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
2	Write a short note on Citizen Journalist	05	CO4	KL6	
3	What is Message Entropy in terms of new media? Explain in brief.	05	CO3	KL5	
4	Write a short note on MCU.	05	CO4	KL5	
5	Briefly explain the differences between blogging and Journalism.	05	CO5	KL4	
6	Social media has extended its tentacles in the field of marketing, explain in brief.	05	CO2	KL2	
7	New media is the need of the hour. Argue.	05	CO4	KL1	
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
8	Search Engine Optimization is an advance new media tool, discuss its importance in detail.	15	CO4	KL5	
9	While writing a report what ethical issues a Citizen Journalist must consider. Explain.	15	CO5	KL4	
10	The internet today is acting as boon and curse both, explain in detail.	15	CO4	KL5	
11	Explain in detail what is video conferencing, the different types of video conferencing and the different tools involved in it.	15	CO3	KL3	

CO1	Able to acquire the right attitudes towards social entrepreneurship
CO2	Able to Improve their entrepreneurial skills
CO3	Sensitized towards the need and importance of social entrepreneurship and its sustainability
CO4	Able to develop the holistic vision towards contribution to the society by building a sustainable business in the social sector
CO5	They will understand and mitigate the essence of social entrepreneurship as a moral obligation

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution **Course Outcome Wise Marks Distribution**



ARKA JAIN University
Jharkhand

NAAC GRADE A
ACCREDITED UNIVERSITY

END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (JMC/FD/ENG Hons.)	
Subject Name	Semester	III
	Year	Nov/Dec 2024
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> <u>Answer all Questions of Section A (Compulsory)</u> <u>Answer Any Four out of Six of Section B</u> <u>Answer Any Two out of Four of Section C</u> <u>Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u></u> 	
Knowledge Level (KL)	K1 : Remembering	K5 : Evaluating
	K2 : Understanding	K6 : Creating
	K3 : Applying	
	K4 : Analysing	

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks		QUESTIONS	Marks	COs	KL
Q. N1	i	A Social Enterprise has potential to solve a) Social Problem * b) Political Problem c) Community Based Problem d) Economic Problem	01	CO4	K3
	ii	The success of Social Enterprise are determined by a) Social change/improvement b) Social & Ecological change c) Social and Community behaviour changes d) All of these	01	CO5	K4
	iii	A social economy creates dual benefit as a) Social Innovation and resolve social issue b) It brings new form of business c) It creates an environment for better business d) None of these	01	CO1	K1
	iv	Social Enterprise can be taken as a) Business for Society at present b) A Business for making Profit c) of the future with social responsibility d) All of these	01	CO3	K5
	v	Mobile Innovations has helped which section of society the most? a) Rich and Affluent b) Stylish and Lavish	01	CO4	K4

vi	b) Weaker & Poor Section d) None of these Name the Factor that effects Social Innovation- a) Lack of Funds b) Insufficient Stake holders engagement c) Capacity & Skills Gaps d) All of these	01	CO4	K3
vii	Gramin Bank falls under one of the following a) Creating Commercial b) Social Innovation enterprise c) Creating a Bank in rural d) Bank for Customers area	01	CO2	K1
viii	The Modus Operandi for Social Enterprises is a) Amount earned over and above the investment is supposed to be reinvested back in for scaling the business and for improvement b) Expansion here is aimed at reaching out to more number of people or to improvise the quality of services c) Those working with the business as its employees will get a fair compensation, which is in accordance with the industry benchmark d) All of the above	01	CO5	K1
ix	One of these is not skill of Social Entrepreneur a) Leadership b) Creativity & Innovation c) Driving Skills d) Grit	01	CO1	K1
x	The term "Social Capital" refers to a) Positive product of human interaction b) Capital generated with the help of society c) Capital generated for working on social benefits d) None of these	01	CO3	K4
xi	The term "scaling impact" in social entrepreneurship refers to: a) Increasing the size of the business operations b) Reducing operational costs c) Expanding the reach of a social solution to benefit more people d) Developing a new product line	01	CO1	K1
xii	One of these is not the characteristics of Social Entrepreneur- a) Ambitious b) Resourceful c) Docile d) Result-Oriented	01	CO1	K1

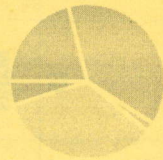
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	K
2	What is a social enterprise? What are their Primary Goal?	07	CO1	K1
3	What role does innovation play in social entrepreneurship?	07	CO1	K4
4	Who is Social Entrepreneur? Give some examples.	07	CO3	K3
5	What are the characteristics of Social Enterprises? Discuss.	07	CO2	K2
6	Discuss the Role of Technology in Social Entrepreneurship.	07	CO5	K2
7	What are the difference between Entrepreneurship & Social Entrepreneurship?	07	CO1	K1
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	What is Social Capital? What are the different types of Social Capital? How does it work?	15	CO1	K1
9	Social Entrepreneurship brings Positive Impact on society" – discuss with example.	15	CO2	K3
10	What are the characteristics of Social Entrepreneurs? Explain in Detail.	15	CO2	K1
11	"Social networking sites (SNS) have a significant impact on social capital" – Explain.	15	CO5	K4

CO- Course Outcomes, **KL-** Knowledge Level, **PO** – Program Outcome

CO1	Understanding the history of Cinema.
CO2	Explain the process and techniques involved in Cinema.
CO3	Develop an overall understanding of Indian Cinema.
CO4	Knowledge of Auteur theory, with Examples
CO5	Understand how films reflect cultural values, influence social behavior, changing the problem of the society

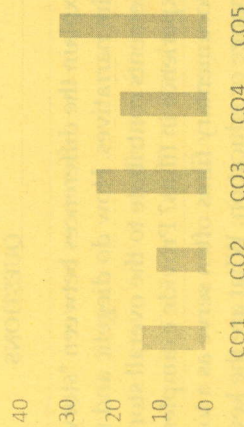
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (Journalism and Mass Communication Hons.)	
Subject Name	Introduction to Cinema	Semester III
		Year Nov/Dec 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 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> 	
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating

Section A (Each question Carry 01 Mark from Q1- i to xii) – 12 Marks

Q. N1	QUESTIONS	Marks	COs	KL
i	Which movement is characterized by using real locations, non-professional actors, and stories of everyday life in post-war Italy? a) French New Wave b) German Expressionism c) Italian Neorealism d) Soviet Montage	01	CO1	KL2
ii	The Soviet Montage theory emphasizes: a) The use of surreal and dreamlike visuals b) Continuity in editing to enhance realism c) The power of editing to create meaning through the juxtaposition of shots d) The star system of classical Hollywood	01	CO1	KL3
iii	Who is considered the father of Indian cinema? a) Satyajit Ray b) Ritwik Ghatak c) Guru Dutt d) Dada Saheb Phalke	01	CO2	KL1
iv	Which Indian filmmaker is famous for the "Apu Trilogy"? a) Ritwik Ghatak b) Dada Saheb Phalke c) Satyajit Ray d) Raj Kapoor	01	CO2	KL1
v	Which of the following refers to India's Hindi-language film industry? a) Tollywood b) Kollywood c) Bollywood d) Sandalwood	01	CO2	KL2

vi	In film studies, the distinction between what happens in the story world and what the audience experiences is referred to as: a) Plot and Story b) Fiction and Non-fiction c) Diegetic and Non-diegetic d) Conflict and Resolution	01	CO3	KL3
vii	Which element of film theory refers to the spoken words between characters in a film? a) Music b) Dialogue c) Sound d) Narrative	01	CO3	KL1
viii	Which of the following best describes a documentary film? a) A fictional narrative with imaginary characters b) A film that presents factual information c) A stylized, scripted narrative focusing on dramatic elements d) A film driven by visual effects and action sequences	01	CO4	KL1
ix	What stage of film production involves the writing of scripts, casting, and planning the budget? a) Pre-production b) Production c) Post-production d) Distribution	01	CO5	KL3
x	A "fictional narrative" in film refers to: a) A story based on real events b) A made-up story, often involving imaginary characters and events c) A documentary about real-life occurrences d) A narrative with no plot	01	CO4	KL2
Xi	Who among the following is/are the director of Indian parallel cinema? a) David Dhawan b) Subhash Ghai c) Sanjay Leela Bhansali d) None of these	01	CO2	KL3
Xii	In 1992, a politically controversial film called 'Raja', directed by Mani Rathnam, was released. In which language was the film originally made? a) Telugu b) Bengali c) Hindi d) English	01	CO2	KL1
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	How 'script writer' is playing an important role in film making	07	CO5	KL2

3	What is the difference between "story" and "plot" in a film?	07	CO3	KL2
4	Describe the three stages of film making: pre-production, production, and post-production.	07	CO5	KL3
5	How did Soviet montage theory revolutionize film editing techniques?	07	CO1	KL1
6	What was Satyajit Ray's contribution to Indian cinema, particularly through the "Apu Trilogy"?	07	CO2	KL1
7	How do documentary films differ from fictional films in terms of narrative and purpose?	07	CO4	KL1
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the differences between "story" and "plot" in film narratives. How do diegetic and non-diegetic elements contribute to the overall storytelling experience in films? Provide examples.	15	CO3	KL2
9	Documentary films often serve as a tool for social change or education. What are the key characteristics of documentary films, and how do they differ from fictional narratives? Provide examples to demonstrate their impact on society.	15	CO4	KL2
10	Discuss how different elements like dialogue, sound effects, and background music contribute to storytelling, providing examples from notable films.	15	CO3	KL3
11	Discuss Ray's major works like "Pathar Panchali", his influence on the Indian parallel cinema movement, and his unique style of combining realism with humanism.	15	CO2	KL1

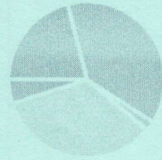
KL1

CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

CO1	Build the students' confidence and to enhance competitiveness by projecting a strong personality.
CO2	Improve their listening & speaking abilities.
CO3	Work on their ability to write error free while improvising vocabulary & grammar
CO4	Deliver an effective oral business presentation
CO5	Demonstrate his verbal and non-verbal communication ability through presentations.

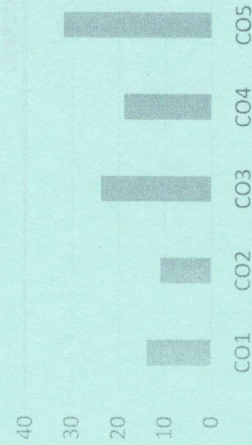
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (JMC/FD/ENG Hons.)	
Subject Name	Semester	III
	Year	Nov/Dec 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 <u>Mobile Phones</u> 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 <u>Result</u> in the <u>Cancellation of the Papers</u>. 	
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Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

Q. N1	QUESTIONS	Marks	COs	KL
i	Which of the following is the primary purpose of business communication? a) Entertainment b) Persuasion c) Information exchange d) Conflict resolution	01	CO1	KL5
ii	What is the most important part of effective communication in a business setting? a) Using technical jargon b) Clarity c) Length of the message d) All of these	01	CO2	KL2
iii	Which communication barrier occurs when the receiver doesn't understand the message due to technical terms? a) Psychological barrier b) Semantic barrier c) Cultural barrier d) Physical barrier	01	CO2	KL2
iv	Which of the following is NOT a common communication channel in business? a) Reports b) Emails c) Meetings d) Music	01	CO4	KL4
v	Which of the following is a formal channel of communication? a) Water cooler talk b) Official emails c) Informal group discussions d) Office gossip	01	CO3	KL1

vi	Which element of communication involves translating thoughts into a message? a) Decoding b) Feedback c) Encoding d) Noise	01	CO5	KL3
vii	Choose the odd one out: a) Writing an email b) Sending a report c) Hand gestures d) Attending a webinar	01	CO4	KL3
viii	Which communication barrier arises due to differences in cultural backgrounds? a) Emotional barrier b) Semantic barrier c) Cultural barrier d) Physical barrier	01	CO2	KL6
ix	Which of the following is a characteristic of effective business writing? a) Use of complex language b) Clarity and conciseness c) Lengthy paragraphs d) Informal tone	01	CO2	KL2
x	What type of communication occurs when a company spokesperson delivers a press conference? a) Interpersonal communication b) Intrapersonal communication c) Public communication d) Group communication	01	CO4	KL1
xi	Choose the odd one: a) Technical b) Organisational c) Language d) None of these	01	CO2	KL3
xii	Which type of communication occurs between individuals at the same level in an organization? a) Vertical b) Horizontal c) Diagonal d) None of these	01	CO3	KL2
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	What are barriers in communication? Explain in brief.	07	CO2	KL2
3	Briefly explain the advantages of formal communication.	07	CO3	KL1
4	What is formal communication? Explain in brief.	07	CO2	KL1
5	Briefly explain any five ways to improve listening skills.	07	CO5	KL6
6	Briefly explain the characteristics of a good speaker	07	CO4	KL5

7	Explain the basic principles of communication.	07	CO2	KL3
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the significance of body language in effective communication.	15	CO3	KL5
9	Prepare a résumé using the following details: Post: Trainee – Entry level. Qualification: Graduation. Work Exp. – 0 years	15	CO4	KL4
10	Develop a creative write up on “How to overcome stress during examinations”.	15	CO4	KL2
11	Explain the different types of business reports in detail.	15	CO3	KL1

CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

CO1	Describe the principles, need and functions of media management and managerial skills.
CO2	Understand the structure of different media organizations and the economics of media organization.
CO3	Develop their understanding on global media and its functioning.
CO4	Understand the roles of global media in shaping opinions.
CO5	Understand the content management skills for different media

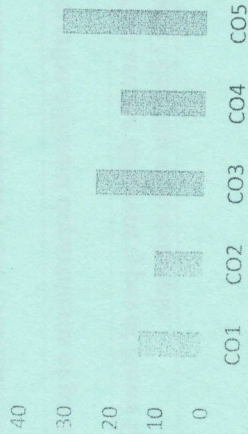
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



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Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (Journalism and Mass Communication Hons.)	
Subject Name	Media Management	
Time: 3 Hour Max. Marks : 70	Semester	III
	Year	Nov/Dec 2024
Knowledge Level (KL)	<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 <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Investigator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u> 	
	K1 : Remembering	K3 : Applying
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Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

Q.N1	QUESTIONS	Marks	COs	KL
i	Good management demands; a) Individual effort c) Both b) Group effort d) None	01	CO1	KL2
ii	The name of the newspaper on editorial page is termed. a) Masthead c) Ear b) Flag d) None	01	CO1	KL1
iii	Extra ordinary exclusive story that is not available on other newspaper is called a) Scoop c) Slug b) Slant d) None	01	CO2	KL1
iv	Management is the function of getting things done through people and directing the efforts of individuals towards a common objective a) Theo Haimann c) Henry Fayol b) Lawrence d) Fredrick Taylor	01	CO1	KL1
V	PIB stands for what? a) Public Information Bureau b) Press Industry Bureau, c) Press Information Bureau, d) Product Information Bureau	01	CO1	KL1

vi	“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 c) Frederick Taylor. Match the following a. Reuter 1. 1949 b. AFP 2. 1961 c. PTI 3. 1851 d. UNI 4. 1835 a) A3, B4, C1, D2 c) C2, A4, B3, D1 Media enterprises operate in _____ different markets. a) Two c) Four Media management is seen as a business administration discipline that identifies and describes strategic and operational phenomena and problems in the _____ of media enterprises. a) Leadership c) gatekeeper The first major newspaper in India The Bengal Gazette was started in. a) 1957 c) 1780 The National Stock Exchange formed in _____. a) 1933 c) 1962 Organizing includes _____. a) defining organizational goals b) Hiring organizational members c) Motivating organizational members. d) determining who does what tasks	01	CO1	KL1
vii		01	CO1	KL4
viii		01	CO2	KL1
ix		01	CO1	KL2
x		01	CO1	KL1
xi		01	CO1	KL1
xii		01	CO1	KL1
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	What are the five distinctive features of media economics?	07	CO2	KL1
3	Describe the importance of circulation department.	07	CO1	KL1
4	What is 'Yellow journalism and Stringer'?	07	CO1	KL1

5	Write the characteristics of Management?	07	CO1	KL1
6	What is Cross Media? Explain with a suitable example.	07	CO1	KL1
7	Describe media management. Write three scope of media management.	07	CO1	KL2
Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	What are the eight important principles of media management? Discuss	15	CO1	KL2
9	Media as an Industry and Profession, How	15	CO2	KL1
10	Describe different departments of print media house.	15	CO4	KL2
11	What are the different types of News Ownership in India? Explain with example.	15	CO3	KL1