

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

CO1	Understand and practices the communication for development both from Indian and International Perspectives
CO2	Analyze the various strategies involved in the development communication
CO3	Conceptualize framework of development communication
CO4	Learn about key concepts and approaches in Communication for Development
CO5	Understand developmental issues concerning the villages

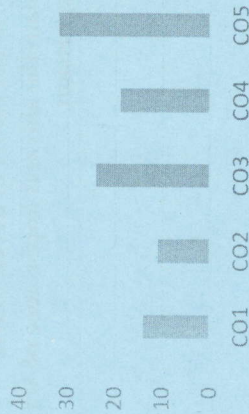
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



Up to

JGI	ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Humanities
Program	Bachelor of Arts (Journalism and Mass Communication Hons.)		
Subject Name	Communication for Development		
	Semester	Year	
	V	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 Unfair Means and will Result in the Cancellation of the Papers. 		
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.N	QUESTIONS	Marks	COs	KL
i	Nora Cruz-Quebral coined the term; a) Global village b) Liberation theology c) Development Communication d) Empowerment	01	CO1	KL1
ii	The MacBride Report was published in which year? a) 2001 b) 1947 c) 1982 d) 1980	01	CO3	KL1
iii	The practice of promoting and imposing a culture, usually that of a politically powerful nation, over a less powerful society is; a) Cultural imperialism b) Information flow theory c) Diffusion of innovation d) Self Reliance	01	CO1	KL2
iv	Cyber warfare is also known as; a) Information warfare b) Electronic warfare c) Cyber attack d) All of these	01	CO4	KL4
v	Alternative development has been concerned with alternative practices of development that is/are; a) Participatory b) People-centered c) Both (a) and (b) d) None of these	01	CO2	KL3

vi	Development compromises the element of; a) Change and Growth b) Only mental change c) Only change in belief d) Only growth	01	CO4	KL2
vii	Ideas propagated by Karl Marx formed the central theme of which Model of Development; a) Eastern Model b) Western Model c) Nehruvian Model d) Gandhian Model	01	CO2	KL1
viii	'NWICO' stands for; a) New Wide Information and Content Organisation b) New World Information and Communication Order c) News Worldwide Interactive Cost Organisation d) New World Interactive Content Ordinance	01	CO2	KL1
ix	When one culture makes an effort to change another culture, this is known as; a) Indirect cultural change b) Directed cultural change c) Both (a) and (b) d) None of these	01	CO1	KL2
x	Media plays the following role/s in Women Empowerment; a) To show the present situation of crime against women b) To focus on Women education in country c) Both (a) and (b) d) None of the above	01	CO3	KL4
xi	Process of social changes designed to improve the living standard of a society is; a) Unemployment b) Social development c) Marginality d) Communication problem	01	CO4	KL5
xii	Who among the following is referred to as the 'mother of development communication'? a) Windahl b) Schneider c) Heider d) None of these	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 do you mean by sustainable development? How sustainable development is important?	07	CO4	KL6
3	What is Diffusion of Innovation theory? How it helps in development of the society?	07	CO2	KL4
4	What was the concept of ideal village by Mahatma Gandhi?	07	CO5	KL2

5	How communication helps in the development of the society?	07	CO1	KL2
6	What are the important indicators of social growth?	07	CO1	KL6
7	Explain Global village and its relevance in today's society?	07	CO5	KL3
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain National Digital Communications Policy with its key objectives.	15	CO4	KL2
9	Explain Localized Approach to communication development with example.	15	CO2	KL4
10	Explain how Gandhian Model is different from Nehruvian model of development?	15	CO4	KL6
11	Explain the aim and importance of MacBride Commission.	15	CO1	KL2

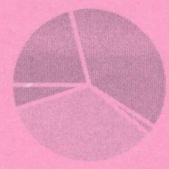
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CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

CO1	Understand the concept, applications, operations and process involved in a paid form of communication.
CO2	Learn about history, evolution, industry and work ethics involved in advertisement.
CO3	Understand the different appeals involved in advertising.
CO4	Produce different types of advertisement for any hypothetical product.
CO5	Analyze the communication through Advertising communication.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

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Jharkhand



END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (Journalism and Mass Communication Hons.)	
Subject Name	Advertising	Semester V
		Year Nov/Dec 2024
Time: 3 Hour Max.	<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 Result in the Cancellation of the Papers. 	
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 x) – 10 Marks

Q. N	QUESTIONS	Marks	COs	KL
i	Road show belongs to which of the following category? a) Trade Promotions b) Above the Line c) Below the Line d) None of These	01	CO1	KL2
ii	Which of following is not an advertising agency? a) Lowe Lintas b) Mankind c) Ogilvy and Mather d) None of these	01	CO2	KL1
iii	Which of the following is not an element of advertising budget? a) Affordability b) Quality c) Reliability d) None of these	01	CO3	KL4
iv	which of the following is the first ever written traceable advertisement? a) The return of runaway student b) Loss of pet c) The return of runaway slave d) None of these	01	CO3	KL5
v	Which of the following is not an advertising goal? a) To stimulate demand b) To retain users c) To improve and sustain corporate image d) None of these	01	CO5	KL5

vii	Which of the following Indian newspaper printed the first advertisement? a) Bombay Herald b) The Pioneer c) The Bengal Gazette d) None of These	01	CO5	KL1
vii	First ecclesiastical handbill were published in which year? a) 1473 b) 1476 c) 1496 d) None of these	01	CO1	KL1
viii	Which among the following is the most expensive advertisement? a) Radio Advertisements b) New Media c) Television Commercial d) None of these	01	CO2	KL3
ix	Who among the following prepared the first handbill? a) William Kim b) William Jason c) William Cabletown d) None of these	01	CO2	KL4
x	Which of the following is not a type of trade promotion? a) Trade incentives b) Lucky dips c) Trade deals d) None of these	01	CO2	KL

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Write any five differences between marketing and advertising.	05	CO2	KL2
3	Briefly explain how advertising evolved in India.	05	CO1	KL2
4	Briefly explain puffery in advertising, with examples.	05	CO3	KL4
5	Why is testing important in advertising? Explain in brief.	05	CO3	KL5
6	Briefly explain the appeals in advertising.	05	CO3	KL6
7	What are in-house agencies? Explain in brief.	05	CO2	KL5

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the pros and cons of ATL and BTL advertising in detail, with suitable examples.	15	CO2	KL6
9	Design a print advertising of a hypothetical product, with a meaningful logo.	15	CO5	KL3

10 Is new media advertising is more beneficial than traditional advertising? Argue.

15

CO3

KL2

11 Explain different sales promotional goals in detail.

15

CO2

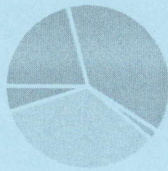
KL5

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

CO1	Make documentary film production.
CO2	Explain the process and techniques involved in documentary film production.
CO3	Develop an overall understanding over the history of documentary film and various genres.
CO4	Explain the narrative styles of the documentary film.
CO5	Understand the rule of documentary film in changing the problem of the society

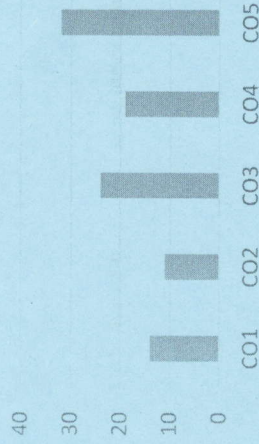
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Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Humanities

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

Subject Name Documentaries and Film Theory

Semester **V**
Year **Nov/Dec 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

Time: 3 Hour Max. Marks : 70

• 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 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. N	QUESTIONS	Marks	COs	KL
i	Who made this film? 'The House Is Black' - a) Robert Flaherty b) Bill Nichols c) John Grierson. d) None	01	CO1	KL1
ii	An interactional communication process between two parties is called; a) Interactive Communication b) Interview. c) Both. d) None	01	CO2	KL2
iii	Which of the following approach talks about "Inner Truth". a) Poetic approach. b) Expository approach c) Observational approach d) None	01	CO1	KL1
iv	Who is considered as the pioneer of documentary film? a) Bill Nichols b) John Grierson c) Robert Flaherty. d) Anand Patwardan	01	CO3	KL1
v	'Cinema Verite' Who first used the term? a) Jean Rouch b) John Grierson. c) Robert Flaherty d) None	01	CO2	KL1
vi	'Performative' mode is direct opposite of; a) Observational mode. b) Poetic mode c) Reflexive mode d) None	01	CO1	KL1
vii	Who made 'Mysore-Gem City of India'? a) Keval J Kumar b) Anand Parwardan c) Mohan Bhavani. d) None	01	CO2	KL1

11	What are the six modes of documentary film suggested by Bill Nichols? Discuss in detail.	15	CO1	KL1
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viii	Who made this film 'The Wrestlers'; a) Bill Nichols b) Rakesh Chandra c) Harishchandra d) None	01	CO1	KL1
ix	Which of the following tells a great story in nutshell? a) Synopsis. b) Treatment c) Editing d) None	01	CO1	KL1
x	Who is the founder of the British Documentary Movement? a) Bill Nichols b) Robert Flaherty c) John Grierson. d) None	01	CO1	KL1
xi	Who gave a direction to the documentary movement in the country. a) Hari.S.Dasgupta b) Satyajit Ray c) Paul Zils d) Mohan Wadhvani	01	CO1	KL1
xii	the Film Unit, it was officially renamed as Films Division in a) May 1947 b) April 1947 c) April 1948 d) April 1946	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	Discuss the scope of making documentary film.	07	CO3	KL1
3	Write seven important characteristics of documentary film	07	CO1	KL1
4	Write short note on women and early documentary.	07	CO3	KL1
5	Write short note the documentary in free India	07	CO1	KL1
6	Explain about documentary film and realism.	07	CO1	KL1
7	What is alternative approach in documentary film making?	07	CO1	KL1

Section C (Answer any TWO out of FOUR) - 30 Marks

(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss on the early Indian documentary and the struggle for Indian Independence.	15	CO1	KL1
9	'World War II and the Documentary film' - Discuss in detail.	15	CO1	KL1
10	What is interview? Explain six important principles of interview.	15	CO1	KL1