

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations May /June 2018

Programme:	Master of Journalism and Mass Communication	Session: 2017-18
Semester:	II	Max. Time: 3 Hours
Course Title:	Communication Theory	Max. Marks: 70
Course Code:	SJM JMC 12 05 C 3205	

Instructions:

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries 3.5 marks.
2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries 7 marks.

Question No. 1. Write short notes on any four:- (3.5 X 4=14)

- a) Who are opinion leaders?
- b) What is meant by gatekeeping?
- c) What is mainstreaming in the context of Gerbner's Cultivation theory?
- d) Briefly explain impression management as used by Hoffman.
- e) What is social responsibility?
- f) What is mass culture?
- g) What is sleeper effect?

Question No. 2. (7X2=14)

- a) Differentiate between two-step flow and multi-step flow theories of communication.
- b) Using your understanding of Bullet Theory, explain how hot and cold media differ in their effectiveness in communication.
- c) Explain, how Elizabeth Noelle-Neuman's "vocal majority" become the agenda setters? Also, explain if it is correct of say that the "silent minority" act as their own gatekeepers?

Question No. 3. (7X2=14)

- a) Explain the following statement – Need gratification acts as a motivation for media use.
- b) Differentiate between the concepts of "persuasion as attitude change" and "dissonance reduction as attitude change."
- c) Explain George Gerbner's Cultivation Theory?

Question No. 4. (7X2=14)

- a) According to Habermas why is Civil Society important for the development of the Public Sphere?
- b) Explain the process of diffusion of innovation in the society through a real life example from the Indian context.

- c) According to Saussure how do signifier and signified play a role in the construction of meaning?

Question No. 5.

(7X2=14)

- a) How does the role of the media under Soviet Press Theory differ from its role under the Development Media theory?
- b) Compare Libertarian Press Theory from with Development Media Theory.
- c) "Except for the ownership of the press, there is not much difference in the roles and responsibilities of the press under Authoritarian Press Theory and Soviet Press Theory." Is the previous statement correct? Discuss.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2018

Programme: M.A. (JMC)
Semester: II
Course Title: MEDIA MANAGEMENT
Course Code: SJMJMC1208C3115

Session: 2017-18
Max. Time: 3 Hours
Max. Marks: 70

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries 3.5 marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries 5 marks.

Question No. 1. Write short notes on any four: -

(3.5 X4=14)

- a) Discuss the roles of management in a media organization.
- b) What are Henri Fayol's principles of management?
- c) What is TRP and why is it important for a media manager?
- d) What are the common objectives of a media organization?
- e) What is media ownership?
- f) Differences between intrapersonal, interpersonal conflict.
- g) What is Stress and what is its cause?

Question No. 2.

(7X2=14)

- a) Describe the role of 14 principles of management in a media organization.
- b) Explain the management functions of a media house.
- c) What is the modern quantitative approach to media management? Explain

Question No. 3.

(7X2=14)

- a) What are the different types of media ownership?
- b) What is crisis management? Discuss it in the contexts of a media organization?
- c) Discuss role and responsibility of different PCR staff?

Question No. 4.

(7X2=14)

- a) What is the concept and scopes of media marketing?
- b) What are the different revenue resources of a media organization?
- c) Explain different instruments of media marketing measurement.

Question No. 5.

(7X2=14)

- a) What makes a media person Stressful? Suggest ways to reduce stress in media organisation.
- b) Definition organizational behaviour and explain its importance.
- c) What are your views on how media houses are managed today?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2018

Programme: M.A.(JMC)

Session: 2017-18

Semester: II

Max. Time: 3 Hours

Course Title: Communication Skills

Max. Marks: 50

Course Code: SJM JMC 12 02 SEEC 2010

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries 2.5 Marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries 5 marks.

Question No.1. Write short notes on any four: -

(4X2.5=10)

- a) What are the benefits of Communication?
- b) Explain the psychological and physical barriers of Communication?
- c) What is Formal writing?
- d) Why greeting is important in communication?
- e) Explain personality traits?
- f) What are the Benefits of Group Discussion?
- g) Why Empathy is necessary in Communication?

Question No. 2.

(5X2=10)

- a) Write a CV for a Graphic Designer post?
- b) What type of presentation skills are require in Media Field?
- c) What are the motives of communication? Explain with example.

Question No. 3.

(5X2=10)

- a) What is literary writing? Explain with example?
- b) Why technique of public speaking is important for Media professionals?
- c) What is the role of non-verbal communication skills in group discussion?

Question No. 4.

(5X2=10)

- a) Why vocabulary is important for Media Student?
- b) Justify the need from correct body language and facial gestures in TV news.
- c) What is the format of formal letter? Explain the structures of a formal letter. Write a letter to your chairperson, proposing a media tour.

Question No. 5.

(5X2=10)

- a) Why extempore speaking abilities are now a day an essential requirement in TV debates. Explain with examples.
- b) Explain two type of writing style with suitable example.
- c) 'Spoken language is also a part of personality', do you agree? Justify your answer with suitable examples.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations May /June 2018

Programme: Master of Journalism and Mass communication Session: 2017-18
Semester: II Max. Time: 3 Hours
Course Title: PR & CORPORATE COMMUNICATION Max. Marks: 50
Course Code: SJM JMC 12 07 C 3115

Instructions!

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries 2.5 Marks.

2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries 5 marks.

Question No. 1. Write short notes on any four:- (2.5 x 4=10)

- a) Define Public Relations.
- b) What is the purpose of Public Relations?
- c) What is PRSI?
- d) Explain the concept in external Public with examples.
- e) What is coffee table book?
- f) What is a press release?
- g) Define advertising.

Question No. 2. (5X2=10)

- a) What is the concept of Public Relations?
- b) What are main principles of Public Relations?
- c) What are main functions of Public Relations?

Question No. 3. (5X2=10)

- a) Explain the term "publics".
- b) Why ethics are important in Public Relations.
- c) Explain PRSI code of conduct.

Question No. 4. (5X2=10)

- a) What are new PR tools. Explain their benefits.
- b) Write a good press release on any topic of your choice.
- c) What are PR campaigns. Explain with examples.

Question No. 5. (5X2=10)

- a) What is corporate communication. What are its functions.
- b) Explain any one case study on corporate communication.
- c) What is corporate identity. Explain with examples.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2018

Programme: Master of Journalism and Mass Communication

Semester: II

Course Title: Photography

Course Code: SJM JMC 12 03 DCEC 2024

Session: 2017-18

Max. Time: 3 Hours

Max. Marks: 50

Instructions:

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.
2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.

Question No. 1.

(4X2.5=10)

- a) Inverse Square Law
- b) Prime Lens
- c) Flash Sync Speed
- d) Focal Length. How it effects Depth of Field.
- e) ISO
- f) Lens Coating
- g) When we need the PNG format of an image

Question No. 2.

(2X5=10)

- a) Explain various types of Photography camera.
- b) What is D_x and DF_x ? Explain the major difference between these and calculate Normal Focal length lens of both.
- c) Write down brief history of Photography.

Question No. 3

(2X5=10)

- a) Write down the elements of Composition.
- b) Explain Depth of Field.
- c) What is an Aperture? Explain its relations with shutter speed and draw a diagram of universal series of aperture.

Question No. 4.

(2X5=10)

- a) What are the various types of Flashes used in photography?
- b) What is Lens in Photography? Explain various types of Lenses and their features
- c) What is Light Metering? Explain types of light metering.

Question No. 5.

(2X5=10)

- a) What are the precautions required in outdoor photography?
- b) Explain various genres of photography and also write what types of accessories are required in these genres of photography.
- c) What are the various arrangements of Strobe lights? Explain with diagram.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2018

Programme: M.A. (JMC)

Semester: II

Course Title: Graphics and Design

Course Code: SJMJMC1202DCEC2024

Session: 2017-18

Max. Time: 3 Hours

Max. Marks: 50

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries 2.5 marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries 5 marks.

Question No. 1. Write short notes on any four:-

(2.5X4=10)

- a) What are the basic principles of booklet design?
- b) Discuss the roles of graphics designing in web design.
- b) What is a page layout?
- d) What are the importance and purpose of a logo?
- e) Who is the target audience?
- f) Differences between InDesign and illustrator.
- g) What are the common uses of InDesign?

Question No. 2.

(5X2=10)

- a) Explain any six tools of InDesign.
- b) What are the differences between design and art?
- c) Explain the five main principles of design.

Question No. 3.

(5X2=10)

- a) Explain any five tools of illustrator.
- b) What are the seven elements of an art?
- c) What is the layout of a design? Explain with example

Question No. 4.

(5X2=10)

- a) What are the demands of a logo? Design a dummy logo for a literary magazine.
- b) What is a poster? Design a dummy poster for a university.
- c) Balance is a basic principle of design, Explain with example.

Question No. 5.

(5X2=10)

- a) Mention what are the tools available in Adobe InDesign?
- b) Explain how Adobe InDesign layers can be helpful?
- c) In Photoshop, what is a smart object? What are the parameters to change the size of the picture?

CENTRAL UNIVERSITY OF HARYANA
Term End Examinations, May/ June 2018

Programme: M.A.(JMC)

Session: 2017-18

Semester: IV

Max. Time: 3 Hours

Course Title: Soft Skills

Max. Marks: 50

Course Code: SJM JMC 1402 SEEC 2010

Instructions:

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries 2.5 Marks.
2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries 5 marks.

Question No. 1. Write short notes on any four:-

(2.5X4=10)

- a. What is Netiquette?
- b. Write a brief note on Personality traits.
- c. What do you understand by Pronunciation?
- d. Explain Dedication.
- e. How you develop sharp memory?
- f. Write a short note on Language Proficiency.
- g. How will you introduce yourself to a new class teacher?

Question No. 2.

(5X2=10)

- a. What is the difference between Soft skills and Hard skills? Elucidate.
- b. List out the difference between Oral and Written form.
- c. Clarity and Standardization correspond to each other. Justify it with the help of examples.

Question No. 3.

(5X2=10)

- a. Body Language plays an important role in effective communication. Keeping this statement justify your answer.
- b. Discuss the principles of Good Listening.
- c. What are Personality traits? Discuss with suitable examples.

Question No. 4.

(5X2=10)

- a. Explain the similarity and difference between Email and SMS writing with suitable examples.
- b. What do you understand by Official letter? Write an Acceptance Letter to a company which had sent you the Selection Letter for the interview that you had attended last week.
- c. Define social media. Illustrate the positive and negative aspects of Social Media.

Question No. 5.

(5X2=10)

- a. What is the a. process of Communication and why Communication is important for Self growth and Culture assimilation?
- b. Define the term 'Leadership'. According to you, how should a good leader communicate with his/her team members?
- c. What is the significance of keeping promises in media industry? Elaborate with example.

CENTRAL UNIVERSITY OF HARYANA
Term End Examinations, May/ June 2018

Programme: MAJMC

Semester: IV

Course Title: Media Writing

Course Code: SJM JMC 1414 C 2125

Session: 2017-18

Max. Time: 3 Hours

Max. Marks: 50

Instructions:

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries Two and half Marks.
2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries five marks.

Question No. 1. Write short notes on any four:-

(4X2.5=10)

- Qes-a) What is Diction?
- Qes-b) A short note on AP Style Referencing.
- Qes-c) What do you understand by Caption writing?
- Qes-d) Write any three principles of screen writing.
- Qes-e) What is word economy in new media writing?
- Qes-f) What is Media writing?
- Qes-g) Specify the role of spacing in New Media writing.

Question No. 2.

(5X2=10)

- Qes-a) What are the procedure for writing news report? Is collection of news determined by the procedures? Discuss.
- Qes-b) Explain with example the important features of Rhetoric writing?
- Qes-c) Grammar, Flow and tenses play a major role in media writing. Justify the statement.

Question No. 3.

(5X2=10)

- Qes-a) 'Editorial is a soul of newspaper'. Elucidate.
- Qes-b) Prepare a Radio news copy on an important happening in your surrounding keeping in your mind on the basis of principles of radio news writing.
- Qes-c) What do you understand by Obituary and explain its writing characteristics also?

Question No. 4.

(5X2=10)

- Qes-a) Write a brief note on the principles of Copy writing and its relevance to responsible journalism. Illustrate with example.
- Qes-b) What is the difference between Backgrounder and Press Release? Discuss with examples.
- Qes-c) What do you mean by Advertorial? How do you prepare the elementary stages of an Advertorial writing?

Question No. 5.

(5X2=10)

- Qes-a) Where should one look for ideas and information for New Media writing? Illustrate with suitable examples.
- Qes-b) What do you mean by Blog? Explain the essential steps of writing a blog.
- Qes-c) In new media world economy plays a vital role in website and blog writing. Justify your answer.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2018

Programme: Master of Journalism and Mass Communication

Session: 2017-18

Semester: IV

Max. Time: 3 Hours

Course Title: Media Laws & Ethics

Max. Marks: 70

Course Code: SJM JMC 1415 C 3205

Instructions:

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries 3.5 marks.
2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries 7 marks.

Question No. 1. Write short notes on any four:-

(4X3.5=14)

- a) What is Absolute and Qualified privilege according to Defamation law?
- b) Article 19 (2) of the Constitution of India
- c) Section 03 of Official Secret Act 1923
- d) Copyright Act.
- e) Vernacular Press Act 1878
- f) RNI
- g) Structure of Press Council of India.

Question No. 2.

(2X7=14)

- a) What are the salient features of PRB Act 1867?
- b) What are the objectives and functions of Press Council of India?
- c) Describe in detail the meaning of Copyright under the Copyright Act 1957.

Question No. 3.

(2X7=14)

- a) Explain Sec 5 of Cinematography Act 1952.
- b) Write down the significant provisions of Cable and Television Regulation Act 1995.
- c) Write down Drugs and Magical Remedies (Objectionable Advertisements) Act 1954

Question No. 4.

(2X7=14)

- a) Explain law of Defamation and at least four exceptions given in the law.
- b) What are the salient features of RTI Act 2005?
- c) Define Cybercrime and explain various types of cybercrimes.

Question No. 5.

(2X7=14)

- a) "The media is a feral beast, tearing people to pieces. – Tony Blair" Do you agree with this statement in the self-regulatory mechanism of electronic media in India? Comment.
- b) Write down the ethical issues of Journalism.
- c) What are the objectives of NBA?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations May /June 2018

Programme: Master of Journalism and Mass Communication

Session: 2017-18

Semester: IV

Max. Time: 3 Hours

Course Title: New Media

Max. Marks: 50

Course Code: SJM JMC 14 13 C 2215

Instructions:

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries two and half Marks.
2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries five marks.

Question No. 1. Write short notes on any four:-

(2.5x4=10)

- a) Blogging
- b) Digital marketing
- c) SNS
- d) Global Village
- e) Domain
- f) Cyber security
- g) Digital Divide
- h) Tags

Question No. 2.

(5x2=10)

- a) Define the term 'New Media' briefly, also support features of new media in detail
- b) What is Media literacy? How it is creating a difference.
- c) What do you understand by web radio? Discuss fundamentals of web radio in detail.

Question No. 3.

(5x2=10)

- a) Describe the role of new media in marketing procedure.
- b) In this era of digitalization also we are facing issues like digital divide, do you agree? Critically analyze.
- c) What is computer cloud technique? Explain with the help of an example.

Question No. 4.

(5x2=10)

- a) Differentiate between traditional media and new media.
- b) What is information society? What are the factors that gave rise to this society
- c) Define the term YouTube celebrities, what are the reasons they share fair amount of stardom.

Question No. 5.

(5x2=10)

- a) Differentiate between narrowcasting and broadcasting with case studies.
- b) What is cyber journalism? Explain cyber laws and ethics in detail.
- c) What are micro blogging sites? Explain the importance of these sites in news gathering process.

CENTRAL UNIVERSITY OF HARYANA
Term End Examinations, May/ June 2018)

Programme: MAJMC

Session: 2017-18

Semester: 4th

Max. Time: 3 Hours

Course Title: Radio & TV Journalism

Max. Marks: 50

Course Code: SJM JMC 1206 C 3115

Instructions:

1. Question 1 has seven parts and students need to answer any four. Each sub part carries 2.5 Marks.
2. Question 2 to 5 have three parts and students need to answer any two sub parts of each question. Each sub part carries 5 marks.

Question No. 1. Write short note on any four of the following :- (4X2.5=10)

- a. Explain in brief essential points for field interview.
- b. Write a note on Pre-production work for radio discussion.
- c. A brief note on any two national news agencies.
- d. What do you understand by broadcasting code of ethics?
- e. What is the role of Radio performer?
- f. Voice modulation in radio programme.
- g. Role of R.J.

Question No. 2. (5X2=10)

- a. Discuss the structure of AIR.
- b. List the characteristics of Internet Radio.
- c. Explain the similarity and difference between FM and AM with suitable examples

Question No. 3. (5X2=10)

- a. What are the functions of Radio Compreer? Why FM is popular now days?
- b. What do you understand by Radio Magazine? What are the basic techniques of production of radio magazine?
- c. What are the basic difference between Radio Drama and Radio Documentary? Elaborate with the examples.

Question No. 4. (5X2=10)

- a. Discuss the organization structure of DD.
- b. Describe special audience broadcast in any two news channels.
- c. Write the importance of regional news and entertainment channels in India.

Question No. 5. (5X2=10)

- a. Describe TRAI.
- b. Describe the types of journalistic documentaries.
- c. Differentiate between News anchor, Correspondence and Stringer.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2018

Programme: M.A.(JMC)

Session: 2017-18

Semester: IV

Max. Time: 3 Hours

Course Title: Communication for Development

Max. Marks: 70

Course Code: SJM JMC 1416 C 3205

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries 3.5 Marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries 7 marks.

Question No. 1. Write short notes on any four: - (4X3.5=14)

- a) How Diffusion of Innovations is helpful for Development Communication?
- b) Why ideas of Happiness is require in today's world?
- c) What do you think RTI is really helpful for Development Communication? Justify your answer.
- d) Explain four types of Social Media and how it is helpful for Development Communication?
- e) What is ICT?
- f) What is Modernization?
- g) What is Empathy?

Question No. 2 (7X2=14)

- a) How Community Radio is helpful for rural development?
- b) Explain different programs of UNDP in India. How it is helpful for Development?
- c) What you do you think about Global culture? Is it really helpful for Women empowerment? Explain with example.

Question No. 3 (7X2=14)

- a) Explain Daniel learner's and Wilbur Schramm's approaches towards Development Communication?
- b) How the Internet is helpful for Development Communication?
- c) Which type of Health Communication is strategies are required in Mahendergarh Township?

Question No. 4. (7X2=14)

- a) Is social marketing is really helpful for Development Communication? Explain with example.
- b) How Social Media is helpful for Development Communication?
- c) Explain Different indicators of Development?

Question No. 5 (7X2=14)

- a) What is the Current Scenario of Extension Service in India?
- b) How Community Radio is helpful for Development Communication in Haryana? Explain with Suitable example.
- c) What is the Development Scenario of India? Give your views with suitable example.

