

CENTRAL UNIVERSITY OF HARYANA

End Semester Examinations April 2022

Programme: M.A. (JMC)

Session: 2021-22

Semester: First Semester

Max. Time: 3 Hours

Course Title: Introduction to Media

Max. Marks: 70

Course Code: SHSS DJMC 010104 C 3205

Instructions:

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

Q 1. (4X3.5=14)

- a) Define FM Radio.
- b) What was SITE project?
- c) What is Radio Ceylon?
- d) Define Parallel Cinema.
- e) What is New Media?
- f) Explain Web 1.0 and Web 2.0
- g) Write a short note on Press Council.

Q 2. (2X7=14)

- a) How did Print Media evolved in India?
- b) What is the functioning of New Agency? Give example of an Indian and a Foreign News Agency.
- c) Discuss the recommendations of Major Press Commissions in India.

Q3. (2X7=14)

- a) What are different types of Radio Broadcasting?
- b) Elaborate the beginning of Radio in India and World.
- c) What is AIR? Discuss the functioning of News Division of AIR.

Q 4. (2X7=14)

- a) When did Colored Television started in India? What has been the role of Television in Education sector?
- b) How did Doordarshan contributed in the social development of Indian Society?
- c) What is Edusat? Is it still relevant today in the times of Online Education?

Q 5. (2X7=14)

- a) Discuss the concepts of Digital Revolution and Digital Convergence.
- b) How did Cinema evolved in India and World?
- c) What do you understand by Multiplex Cinema?

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CENTRAL UNIVERSITY OF HARYANA

End Semester Examinations April 2022

Programme: M.A. (JMC)

Session: 2021-22

Semester: First Semester

Max. Time: 3 Hours

Course Title: Writing Skills

Max. Marks: 50

Course Code: SHSS DJMC 010102 C 3115

Instructions:

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

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

Q 1. (4X2.5=10)

- a) Define Media Writing.
- b) What is Verbal Communication?
- c) What are the key difference in Verbal and Non-Verbal Communication?
- d) What are 7 C's of Writing?
- e) What are the key components in a script for Television?
- f) What are the essentials of Radio Writing?
- g) Explain the basic features of writing for New Media.

Q 2. (2X5=10)

- a) Discuss the essentials of good writing.
- b) What is the significance of Language proficiency in media writing?
- c) How to become a good writer?

Q3. (2X5=10)

- a) How does Blog writing helps in improving writing for self?
- b) Discuss the difference between Informal Writing and Formal Writing.
- c) How to effectively write for the Mass?

Q 4. (2X5=10)

- a) What is the use of Phrases in Media Writing?
- b) What should be the key considerations in translation?
- c) How to improve Vocabulary?

Q 5. (2X5=10)

- a) Discuss the difference between writing for print media and Television.
- b) What is non-inverted pyramid style of writing?
- c) Explain various forms of Writing.

CENTRAL UNIVERSITY OF HARYANA

End Semester Examinations April 2022

Programme: M.A.JMC

Session: 2021-22

Semester: First

Max. Time: 3 Hours

Course Title: Soft skills

Max. Marks: 70

Course Code: SHSS DJMC 010105SEEC 2200

Instructions:

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

2. Question no. 2 to 5 have three parts and student needs to answer any two parts of each question. Each part carries seven marks Question No.

1. (4X3.5=14)

- a) Why Language Proficiency is so much important?
- b) Explain the written communication?
- c) Write names of three famous Non-political Communicators?
- d) Why Netiquette is so much important in today's era?
- e) Explain different leadership traits?
- f) Write a brief note on the social media application-'Instagram'?
- g) Concept of body language?

Question No. 2. (2X7=14)

- a) Why oral communication is important? Explain with examples.
- b) Write down the significance of Communication for better life.
- c) Why Pronunciation is so much important? Explain with examples.

Question No. 3. (2X7=14)

- a) Explain different principles for good listening. Explain with suitable examples.
- b) Explain the concept of formal dresses. Explain with suitable examples.
- c) What qualities are required for healthy group Discussion? Explain with suitable examples.

Question No. 4.

(2X7=14)

- a) Why SMS is important for communication? How can we write a good SMS?
- b) What do you understand by social media? Explain with suitable examples.
- c) Write a formal letter to your HOD regarding media visit.

Question No. 5.

(2X7=14)

- a) Why time management is important for better life? Explain with suitable examples.
- b) How can we develop a sharp memory? Explain with suitable examples.
- c) What is public speaking? Explain with suitable examples.

CENTRAL UNIVERSITY OF HARYANA

End Semester Examinations April 2022

Programme: M.A. (JMC)

Session: 2021-22

Semester: First Semester

Max. Time: 3 Hours

Course Title: Writing Skills

Max. Marks: 50

Course Code: SHSS DJMC 010102 C 3115

Instructions:

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

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Q 1. (4X2.5=10)

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Q3. (2X5=10)

- a) How does Blog writing helps in improving writing for self?
- b) Discuss the difference between Informal Writing and Formal Writing.
- c) How to effectively write for the Mass?

Q 4. (2X5=10)

- a) What is the use of Phrases in Media Writing?
- b) What should be the key considerations in translation?
- c) How to improve Vocabulary?

Q 5. (2X5=10)

- a) Discuss the difference between writing for print media and Television.
- b) What is non-inverted pyramid style of writing?
- c) Explain various forms of Writing.

CENTRAL UNIVERSITY OF HARYANA

End Semester Examinations April 2022

Programme: M.A. JMC

Session: 2021-22

Semester: I

Max. Time: 3 Hours

Course Title: Introduction to Communication-I

Max. Marks: 70

Course Code: SHSS DJMC 010101 C 3205

Instructions:

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

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

Q 1. (4X3.5=14)

- a) What are the Barriers to Communication?
- b) What are different features of Human Communication?
- c) Write about the Aristotle's model.
- d) Osgood and Schramm's model.
- e) Write about dyad with example.
- f) Write about Peer pressures.
- g) Global Village

Q 2. (2X7=14)

- a) Discuss different features of Human Communication
- b) What is the role of Communication in Society?
- c) Explaining the evolution of communication

Q3. (2X7=14)

- a) Application of Gerbner's Model
- b) Significance of Berlo's SMCR model
- c) Discuss Lasswell's model, with example

Q 4. (2X7=14)

- a) What is Group dynamics, how one can use it?
- b) What is Group Think? How to Prevent it
- c) Discuss Communicative Action

Q 5. (2X7=14)

- a) Elaborate on Characteristics of Mass Broadcasting and Narrowcasting.
- b) How do media manufacturing consent?
- c) Write about Hegemony with example.

CENTRAL UNIVERSITY OF HARYANA

End Semester Examinations April 2022

Programme: M.A. (JMC)

Session: 2021-22

Semester: First Semester

Max. Time: 3 Hours

Course Title: Writing Skills

Max. Marks: 50

Course Code: SHSS DJMC 010102 C 3115

Instructions:

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

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

Q 1. (4X2.5=10)

- a) Define Mass.
- b) Explain Written Communication.
- c) What is the difference between Oral and Written Communication?
- d) Explain Effective Writing.
- e) What is Script in Media Writing?
- f) How to create effective posts for social media?
- g) What is meant by Blog?

Q 2. (2X5=10)

- a) How did writing evolved in the World?
- b) What is the Significance of Writing?
- c) What is the importance of Language Skills in Media?

Q3. (2X5=10)

- a) What are the essentials of Professional Writing?
- b) What should be considered while writing for the Mass?
- c) What are the key differences in Writing for an Individual and for a short group?

Q 4. (2X5=10)

- a) Define Translation. What are different types of translation?
- b) How does Vocabulary make writing effective?
- c) What should be considered while writing bilingual news?

Q 5. (2X5=10)

- a) Explain Media terminology with examples.
- b) What are various forms of Writing?
- c) Explain Inverted Pyramid style of writing with example.

CENTRAL UNIVERSITY OF HARYANA

End Semester Examinations April 2022

Programme: MAJMC

Session: 2021-22

Semester: I

Max. Time: 3 Hours

Course Title: Introduction to Media

Max. Marks: 70

Course Code: SHSS DJMC 010104 C 3205

Instructions:

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

Q 1.

(4X3.5=14)

- a) NWICO
- b) Chanda Committees
- c) All India Radio
- d) SITE
- e) Digital convergence
- f) Parallel Cinema
- g) Bollywood

Q 2.

(2X7=14)

- a) Explain why Internet is needed today.
- b) Differentiate between AM and FM Radio.
- c) Explain Genesis and Evolution of Cinema in India.

Q3.

(2X7=14)

- a) Describe the role and responsibility of Community Radio?
- b) Describe the Private Channel eras of India.
- c) Beginning of Radio in India and World?

Q 4.

(2X7=14)

- a) What do you mean by MacBride Commission? Underline its importance in present-day Journalism.
- b) Write a detailed note on public interest programs that are telecast in our country.
- c) Explain the Radio Ceylon and BBC in the Indian Radio scenario .

Q 5.

(2X7=14)

- a) Describe the genesis and characteristics of television in our country.
- b) Discuss the significance and effects of TV on society.
- c) The internet has revolutionized journalism. Do you agree? Give reasons for your answer.

CENTRAL UNIVERSITY OF HARYANA

End Semester Examinations April 2022

Programme: Media Laws & Ethics

Session: 2021-22

Semester: First

Max. Time: 3 Hours

Course Title: Media Laws & Ethics

Max. Marks: 70

Course Code: SHSS-DJMC010103-C3205

Instructions:

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

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

Q 1. (4X3.5=14)

- a) What is obscenity?
- b) Define objectionable advertising.
- c) What is defamation?
- d) What is a libel?
- e) What are ethics and moral values?
- f) What is the difference between ethical and legal?
- g) What is the right to privacy?

Q 2. (2X7=14)

- a) What is the role and responsibility of the NBA in media regulation?
- b) What is cable TV regulation act, 1995? Explain its main features.
- c) Why does the social media need regulation? Explain.

Q3. (2X7=14)

- a) Does media really need to be regulated by a regulator? Is it a healthy situation? Comment on this.
- b) What is misleading advertising. How it is dealt with in the magical remedies act?
- c) What is the media's accountability in the democracy? Explain with examples.

Q 4. (2X7=14)

- a) Recently, a petition was filed in the Supreme Court to link the social media accounts with Aadhaar numbers of the users to regulated their behaviour. Comment on this phenomenon.
- b) What are the privacy laws in India to deal with the data theft?
- c) What are the various media laws which regulated the media?

Q 5. (2X7=14)

- a) What is the copyright act 1957? Explain its features?
- b) What is the open source data moment? How it is beneficial for the media students?
- c) What is contempt of court? How a media person should be aware about this?

