

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, January 2023

Programme: M.A. (JMC)

Session: 2022-2023

Semester: III

Max. Time: 2.30 Hours

Course Title: Audio Visual Production

Max. Marks: 50

Course Code: SHSS DJMC 010318 C3115

Instructions:

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

Question No. 1. Write short notes on:

(4X2.5=10)

- a) TC- in TC-out?
- b) Audio formats
- c) Voice Over
- d) Time line.
- e) Fade in Fade out.
- f) Digital Media
- g) Video Camera.

Question No. 2.

(2X5=10)

- a) Explain the roles and responsibilities of a director.
- b) Discuss the types of audio programmes.
- c) Define editing and discuss its commands.

Question No. 3.

(2X5=10)

- a) Discuss five advantages of Non-Linear Editing with examples.
- b) Explain about fade under, sweetening and phase cancellation.
- c) Write the different formats of TV news script.

Question No. 4.

(2X5=10)

- a) Draw and explain news room set up with all examples.
- b) What is Production? Explain its type with suitable examples.
- c) Discuss the properties of light in terms of (a) intensity and (b) colour

Question No. 5.

(2X5=10)

- a) Discuss the various genres of the TV programmes.
- b) What is documentary? Explain its elements in detail.
- c) Discuss the do's and don'ts of audio visual production ?

Central University of Haryana

Odd Semester Term End Exam December 2022

Programme: Journalism and Mass Communication

Session: 2022-2023

Semester: III

Maximum Time: 03 Hour

Course Title: Film Appreciation

Maximum Marks: 70

Course Code: SHSS DJMC 010324 GEC 3104

Category: GEC

Please Note:

- 1. Section No. 1 has seven questions and students are required to answer any four. Each question carries three and half (3.5) Marks.**
- 2. Section No. 2 to 5 have three Questions each and students are required to answer any two questions from each section. Each question carries Seven (7) Marks.**

Section 1 (Answer the question in 250 words each).

- Q. a.** Write a note on Film Genres?
- Q. b.** Regional Cinema in India.
- Q. c.** What do you mean by the word 'Bollywood'.
- Q. d.** Write a short note on 'Montage'.
- Q. e.** International Film Festival of India.
- Q. f.** Wide Long Shot.
- Q. g.** Define 'S' category of Film Certification.

Section 2 (Answer the question in 250 words each).

- Q. a.** How films are good medium of expression?
- Q. b.** What are the approaches in film studies? Define comprehensively.
- Q. c.** What are the narrative and non-narrative forms of films?

Section 3 (Answer the question in 250 words each).

- Q. a.** Write an extensive note on 'Film Aesthetic'
- Q. b.** In today's scenario, 'Only Bollywood Cinema is not National Cinema'; Comment.
- Q. c.** Write a note on 'The rise of Multiplex Cinema Cultural in India' and its relevance.

Section 4 (Answer the question in 250 words each).

- Q. a.** What is 'Mise-en-scene'? Explain in detail.
- Q. b.** What are the Diegetic and non-diegetic elements in films?
- Q. c.** Define different Camera Movements in films?

Section 5 (Answer the question in 250 words each).

- Q. a.** Write down the review of a film of your choice.
- Q. b.** What are the National Film Awards? Also write down a short note on 68th National Film Awards.
- Q. c.** List major international film festivals and also write down a note on film festival of international repute.

CENTRAL UNIVERSITY OF HARYANA, MAHENDERGARH

Term End Examination, January 2023

Programme-MA, JMC (III semester)

Session-2022-23

Maximum Marks: 50

Time- 2 Hours

Course Code- SHSS DJMC 010317 C 3115

Course Title: Advertising

Instructions:

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

Question No. 1.

(4X2.5=10)

- a) Advertising Budget
- b) AIDA Model
- c) DAGMAR Model
- d) Social advertising
- e) ASCI
- f) Web advertising
- g) Media Planning

Question No. 2.

(2X5=10)

- a) What kind of growth do you see in advertising in India and what are the reasons for it?
- b) Discuss the different types of Advertising with examples.
- c) Discuss any Advertising model with examples.

Question No. 3. (2X5=10)

- a) How does advertising work as a marketing function?
- b) Discuss the different 'Appeals' used in Advertising. Give suitable examples.
- c) Define 'Marketing Mix'. How and where do you place Advertising in Marketing Mix?

Question No. 4. (2X5=10)

- a) Explain the process of Media Planning and discuss the process to choose appropriate media for advertising.
- b) Why Creativity is important in advertising?
- c) Discuss Advertising as a Branding strategy with your own arrangement.

Question No. 5. (2X5=10)

- a) Discuss the importance of Research in Advertising with your own arrangements and examples.
- b) Create a Social media advertisement for your university keeping in mind its features of it.
- c) Discuss with your own arrangements any one of the major laws of advertising.

CENTRAL UNIVERSITY OF HARYANA, MAHENDERGARH

Term End Examination, January 2023

Programme-M.A. (JMC)

Session-2022-23

Course Title: Public Relation Writing

Semester: Third

Course Code- SHSS DJMC 010320 DCEC 2204

Maximum Marks: 70

Time- 3 Hours

Instructions:

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

Question No. 1.

(4X3.5=14)

- a) Press Release
- b) Writing for different Public Relations Tools
- c) Lucidity in PR Writing
- d) Basic concept of Advertising
- e) Writing features
- f) Authorial Voice
- g) Propaganda

Question No. 2.

(2X7=14)

- a) Discuss the latest trends in PR and writing for PR with examples.
- b) Write the importance of Lucidity and Directness in writing for PR with examples.
- c) . Discuss the procedure of writing Minutes with suitable examples.

Question No. 3.

(2X7=14)

- a) Write the differences between writing news story and press release with examples.
- b) Write a press release about the University admission process.
- c) Discuss the fundamentals of writing. Write the process of writing features for print media.

Question No. 4.

(2X7=14)

- a) Explain the Public relations different writing styles with suitable examples.
- b) Why Creativity is important in public relations? Explain it.
- c) Discuss the basics of Reporting and Editing with suitable examples.

Question No. 5.

(2X7=14)

- a) Explain the five latest trends in public relations writing.
- b) Write an Article on the recent achievements of your University.
- c) Write what precautions one should take while writing for Crisis Management. Discuss with taking a suitable example.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, January 2023

Programme: M.A.JMC

Session: 2022-23

Semester: III

Max. Time: 3 Hours

Course Title: Media Marketing Management

Max. Marks: 70

Course Code: SHSS DJMC 010319 DCEC 2204

Instructions:

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

Question No. 1.

(4X3.5=14)

- a) What are Media Products?
- b) Discuss the significance of Management in Media.
- c) Explain SWOT.
- d) Write briefly on Organizational Behaviour.
- e) Write the role of media in marketing.
- f) Enlist 7 P's of Marketing Mix.
- g) What is media ownership?

Question No. 2.

(2X7=14)

- a) Define Management. What is the scope of Media Management?
- b) Explain the principles of Management.
- c) What are different levels of Marketing? What are the key considerations in planning for International Marketing?

Question No. 3.

(2X7=14)

- a) Explain different formats of Media Ownership.
- b) What is the process of staff selection in a Media Organization?
- c) Discuss the concept of crisis response with a suitable example.

Question No. 4.

(2X7=14)

- a) What are the instruments of Media Marketing Measurement?
- b) Discuss the concept of Digital Marketing with a suitable example.
- c) Explain the role of Media in Marketing Communication.

Question No. 5.

(2X7=14)

- a) What are different types of Conflict? Explain how to Manage conflict situations in Media organization.
- b) What do you understand by Organizational behavior? Discuss its scope and importance.
- c) What is the need and significance of Stress Management in Media field?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, January 2023

Programme: M.A.JMC

Session: 2022-2023

Semester: III

Max. Time: 2.30 Hours

Course Title: Reporting and Editing

Max. Marks: 50

Course Code: SHSS DJMC 010316 C 3115

Instructions:

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

Question No. 1.

(4X2.5=10)

- a) What is news?
- b) What is digital media?
- c) Explain credit line '?
- d) What do you mean by beat?
- e) Explain scoops
- f) Explain voice dispatch.
- g) Who are the stringers?

Question No. 2.

(2X5=10)

- a) Explain in detail inverted pyramid pattern of news story writing with examples.
- b) Write down a comment how Indian media has covered the FIFA world cup 2022.
- c) What should a reporter keep in mind while reporting disaster? Discuss with examples.

Question No. 3.

(2X5=10)

- a) Explain in detail how reporters are cultivating sources in his/her beat. Discuss with examples.
- b) Explain in duties and responsibilities of political reporter in a daily newspaper.
- c) What skills are required to become an investigative reporter? Discuss with examples.

Question No. 4.

(2X5=10)

- a) Explain in detail the steps in editing for Radio.
- b) Explain in detail various elements of a radio news story.
- c) What skills are required for field reporting for Radio? Discuss with examples.

Question No. 5.

(2X5=10)

- a) Write the Do's and Dont's of Television reporting with appropriate examples.
- b) What should a television journalist keep in mind while writing a copy for television news?
- c) Write a comment on any television news programme you like the most ?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations January 2023

Programme: MAJMC

Semester: III

Course Title: Sports Journalism

Course Code: SHSS DJMC 010323 DCEC 2204

Session: 2022-23

Max. Time: 3 Hours

Max. Marks: 70

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) Sports journalism
- b) Curtain Raiser
- c) Sports Reporting for Web Media
- d) Syndicated Columns
- e) Basketball Terms: Free Throws, Personal Fouls & Technical Fouls
- f) Boxing Terms: Cornerman, Knock Out & Low Blow
- g) Basics of sports photography

Q 2. (2X7=14)

- a) Detail qualities required for a sports reporter.
- b) Trace the history of sports journalism in India.
- c) Write in brief about 'the live sports coverage on television'. You can use FIFA-2022 as an example to write your answer.

Q3. (2X7=14)

- a) Discuss the techniques of conducting a television interview with a sports celebrity.
- b) What is a sports feature? Explain the principles of writing a feature for a sports magazine.
- c) Examine the changing nature of sports writing and editing.

Q 4. (2X7=14)

- a) What are the Dos and Don'ts of Sports Journalism?
- b) Discuss the Rules and Regulations of Olympic games reporting.
- c) Explain the various Technical terminology in the field of Sports Journalism.

Q 5. (2X7=14)

- a) Elaborate on the ethics of Sports Journalism
- b) Write a profile of any one sports person of your choice
- c) Discuss the recent trends in Sports Journalism

Central University of Haryana
Odd Semester Term End Examination January 2023

Programme: Master of Journalism and Mass Communication

Session: 2022-2023

Semester: Third

Maximum Time: 03 Hour

Course Title: Cinema Studies

Maximum Marks: 70

Course Code: SHSS DJMC 010322 DCEC 2204

Please Note:

- 1. Section No. 1 has seven questions and students are required to answer any four. Each question carries three and half (3.5) Marks.**
- 2. Section No. 2 to 5 have three Questions each and students are required to answer any two questions from each section. Each question carries Seven (7) Marks.**

Q 1. (Write Short notes on): -

- a. Write a short note on 'Static Shots'.
- b. Multiplex Cinema Culture in India.
- c. OTT
- d. Foley
- e. Film Screening.
- f. How Cinema affects the society.
- g. FTII

Q 2.

- a. Write down a comprehensive note on the History of Indian Cinema.
- b. What do you understand by the concept 'Screen Grammar', Define?
- c. 'South Indian Cinema has conquered main stream Hindi Cinema', Comment.

Q 3.

- a. Write an extensive note on Film Certification in India.
- b. Elaborate the process to produce Short Film, in a phased manner.
- c. Write a comprehensive note on Liberalization and Cinema.

Q 4.

- a. Write a note on Diegetic and Non-Diegetic elements involved in film production.
- b. Define the Technical nuances of Motion Picture Production.
- c. Define the challenges and opportunities in Indian Entertainment Industry.

Q 5.

- a. What do you mean by the Composition of Moving Shots?
- b. Write a comprehensive note on Film and Culture.
- c. What do you mean by Film Theory?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, January 2023

Programme: GEC

Semester: III

Course Title: Event Management

Course Code: SHSS DJMC 010325 GEC 3104

Session: 2022-23

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 three and a half marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries seven marks.

Question No. 1.

(4X3.5=14)

- a) Define Event Management.
- b) Prepare draft of an event proposal.
- c) Explain Media Briefing.
- d) Write a brief note on Contingency plan.
- e) Explain Media Relations.
- f) Crisis Communication.
- g) Give a brief about any two Event Management Companies.

Question No. 2.

(2X7=14)

- a) What is the scope of Event Management in India?
- b) Explain different types of Events.
- c) What is the need and significance of Professional Event Management?

Question No. 3.

(2X7=14)

- a) Explain the major steps involved in planning of any event.
- b) What are the essential permissions and license requirements for events?
- c) Discuss in detail about event technology and logistics.

Question No. 4.

(2X7=14)

- a) What are different sources of event sponsorship and how to get the right sponsorship?
- b) What is the role of Events in Brand Communication? How to do it effectively?

c) Explain the role of Media in Events.

Question No. 5.

(2X7=14)

a) Explain Risk assessment of any event with an example.

b) What are different ways for effective crowd management in any event?

c) How to manage a crisis situation in an event?

Central University of Haryana

Term End Examination January 2023

Programme: Journalism and Mass Communication

Session: 2022-2023

Semester: III

Maximum Time: 03 Hour

Course Title: Film Appreciation

Maximum Marks: 70

Course Code: SHSS DJMC 010324 GEC 3104

Category: GEC

Please Note:

- 1. Section No. 1 has seven questions and students are required to answer any four. Each question carries three and half (3.5) Marks.**
- 2. Section No. 2 to 5 have three Questions each and students are required to answer any two questions from each section. Each question carries Seven (7) Marks.**

Section 1. Write short notes on:

- Q. a. Film as a medium of expression?**
- Q. b. World Cinema.**
- Q. c. What do you mean by OTT?**
- Q. d. Write a short note on 'Mise-en-scene'.**
- Q. e. Film Festivals.**
- Q. f. Note on Regional cinema with example**
- Q. g. Define CBFC.**

Section 2.

- Q. a. Write a note on film genres?**
- Q. b. Write comprehensively about the Semiotics in films.**
- Q. c. Write an exclusive note on narrative forms of films?**

Section 3.

- Q. a. Write an extensive note on 'National Cinema'**
- Q. b. 'South Indian Cinema achieving a place in main stream cinema', comment.**
- Q. c. Write a note on 'Film Movement in India' and its relevance.**

Section 4.

- Q. a. What is 'Montage'? Explain in detail.**
- Q. b. Write a comprehensive note on Diegetic elements in films?**
- Q. c. Define different Camera shots in films?**

Section 5.

- Q. a. Write down the review on a Hindi feature film of your choice.**
- Q. b. What are the National Film Awards?**
- Q. c. Write down a note on National film festival of your choice.**

