

**CENTRAL UNIVERSITY OF HARYANA**

Term End Examinations, June 2022

**Programme: MAJMC (Final)**

**Semester: IV**

**Course Title: Media Laws & Ethics**

**Course Code: SJM JMC 1415 C 3205**

**Session: 2021-2022**

**Max. Time: 3 Hours**

**Max. Marks: 70**

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**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.

QuestionNo.1.

(4X3.5=14)

- a) What is Article 19 (b) ?
- b) Broadcasting standards.
- c) Why British Government apply vernacular press act apply 1878?
- d) What is Article 19 (a)?
- e) Intellectual property right Act
- f) When NBA Establish?
- g) S Film certificate.

QuestionNo.2.

(2X7=14)

- a) Explain the significance of Cable Television act?
- b) When censor board established? Discuss its role in society?
- c) Which type of ethical issues raises in media today? Explain with Suitable example.

Question No. 3

(2X7=14)

- a) How press council of India works? Explain with example?
- b) What are Ethical issues in Indian news channel? Discuss in the Context of Russia Ukraine war.
- c) Why RTI Act is so important? Is it really helpful for media?

Question No.4

(2X7=14)

- a) Explain the Defamations Act? Explain two types of defamation.
- b) What is Press and Registration of Books Act? Explain with its role suitable example.
- c) Do you believe that OTT Content need to include in Press Council? Explain with Suitable example.

Questions No.5

(2X7=14)

- a) What are Drugs and Magic remedies act? Explain its role with Suitable example.
- b) What is the NBA's Code of Ethics? How it work?
- c) What is obscenity Law? Explain the Obscenity law with suitable example?



# CENTRAL UNIVERSITY OF HARYANA

End Semester Examinations June 2022

**Programme: M.A. JMC**

**Semester: 4th**

**Course Title: Soft skills**

**Course Code: SJM JMC 14 02 SEEC 2010**

**Session: 2021-22**

**Max. Time: 2 Hours**

**Max. Marks: 50**

**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 students need to answer any two parts of each question. Each part carries seven marks Question No.

1. (4X2.5=10)

- a) What we should try to master a language?
- b) What is clarity in communication?
- c) Write names of three world famous Communicators?
- d) What are netiquettes?
- e) What is SMS?
- f) Write a brief note on the social media application-‘Snap chat’?
- g) What are leadership traits?

Question No. 2. (2X5=10)

- a) Why communication is important? Explain with suitable examples.
- b) Write down the significance of oral communication for better life?
- c) Why pronunciation is important? Explain with examples.

Question No.3. (2X5=10)

- a) Explain different principles for good listening with suitable examples.
- b) Explain the concept of formal dresses with suitable examples.
- c) How can we start a healthy group discussion? Explain with suitable examples.

Question No. 4. (2X5=10)

- a) Why SMS is important in today’s life? How can we write a good SMS?

- b) Explain five types of social media with suitable examples.
- c) Write a formal letter to your HOD regarding Media Fest 2022.

Question No.5. (2X5=10)

- a) Why dedication is important for better life. Explain with suitable examples.
- b) Why promises are important? Explain.
- c) What is cultural assimilation? Explain with suitable examples.

# CENTRAL UNIVERSITY OF HARYANA

## Even Semester Term End Examinations June 2022

**Programme: MA. JMC**

**Session: 2021-22**

**Semester: IV**

**Max. Time: 2 Hours**

**Course Title: New Media**

**Max. Marks: 50**

**Course Code: SJM JMC 14 13 C 2215**

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### **Instructions:**

1. Question No. 1 has seven parts and students are required to answer any four. Each part carries two and half Marks.

2. Question nos. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries five marks.

Q 1. (4X2.5=10)

- a) You Tube Celebrities
- b) Wearable technology
- c) Hyper-textuality
- d) Digital Divide
- e) The Wire
- f) New Media Literacy
- g) Cyber-journalism

Q 2. (2X5=10)

- a) Describe the concept and features of new media.
- b) Discuss the role of the World Wide Web in communication. What are the strengths and weaknesses of the WWW?
- c) Defining New Media Marketing. What are the main features of the new media economy?

Q3. (2X5=10)

- a) Write a short note on the do's and don'ts of online journalism.
- b) Explain, with the help of relevant case studies, emerging trends in online reporting.
- c) What are the New Media Movements? Discuss some popular new media movements.

Q 4. (2X5=10)

- a) Is Internet addiction a real thing? If so, how to control this addiction?
- b) Explain the differences between new media and old media.
- c) Explain the differences between narrowcasting and broadcasting.

Q 5. (2X5=10)

- a) Discuss the Ethics of Cyber-journalism?
- b) Do you think the relevance of print media is decreasing with the increasing popularity of audio-visual and new media? Discuss with examples.
- c) How effective is cloud technology? Illustrate your answer with examples.



**CENTRAL UNIVERSITY OF HARYANA**

End Semester Examinations June 2022

**Programme: M.A., JMC**  
**Semester: 4th**  
**Course Title: Media writing**  
**Course Code: SJM JMC 1414 C 2125**

**Session: 2021-22**  
**Max. Time: 2 Hours**  
**Max. Marks: 50**

**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 students need to answer any two parts of each question. Each part carries seven marks

Question No. 1. (4X2.5=10)

- a) Why caption writing is important?
- b) How we write a radio drama?
- c) What is Backgrounder?
- d) How we write an e-mail?
- e) Write down 5 qualities of a good writer?
- f) Which writer you like the most?
- g) Why writing skills are necessary for media students?

Question No. 2. (2X5=10)

- a) How we become a good writer?
- b) Explain the concept of researching before writing. Explain with examples.
- c) What is AP style? Explain with suitable examples.

Question No. 3 (2X5=10)

- a) Which principles we follow when we write Crime news?
- b) Write a feature of your favorite personality.
- c) Write an audio feature for your institute.

Question No. 4. (2X5=10)

- a) Write a Press Release for Sant Kabir Jayanti?
- b) How we write for cinema? Explain with example.
- c) What are seven principles of copy writing?

Question No. 5. (2X5=10)

- a) How do we write for social media? Explain.
- b) Who is your favorite blog writer? Why you like him/her?
- c) Which precautions should we take while writing for websites?





# CENTRAL UNIVERSITY OF HARYANA

End Semester Examinations June 2022

Programme: MA, JMC Previous

Session: 2021-22

Semester: 4th

Max. Time: 2 Hours

Course Title: Soft skills

Max. Marks: 50

Course Code: SJM JMC 14 02 SEEC 2010

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 students need to answer any two parts of each question. Each part carries seven marks Question No.

1. (4X2.5=10)  
Question No. 1. (4X2.5=10)

- a) Why caption writing is important in media?
- b) Why design is important in media?
- c) Who is your favorite blogger?
- d) How to write a good SMS?
- e) How to become a good new media writer?
- f) Which news website you like the most?
- g) Why writing skills are necessary for media students?

Question No. 2. (2X5=10)

- a) What are the qualities required to become a good writer?
- b) Why research is so much important in writing?
- c) Why grammatical knowledge is necessary for writing?

Question No. 3. (2X5=10)

- a) What is inverted Pyramid writing style? Explain with examples.
- b) Write a feature of your favorite Freedom fighter?
- c) Write an audio feature of visit to your picnic place?

Question No. 4. (2X5=10)

- a) Write a Press Release for launch of a new course in your University?



- b) How to write for Television? Explain with example.
- c) What are seven Principles of copy writing?

Question No. 5.  
(2X5=10)

- a) How to write for New Media. Explain with suitable examples.
- b) Who is your favorite blog writer? Why you like him/her.
- c) What precautions should we take while writing for Social media?



**CENTRAL UNIVERSITY OF HARYANA**

End Semester Examinations June 2022

**Programme: M.A. ,JMC**

**Session: 2021-22**

**Semester: 4th**

**Max. Time: 2**

**Hours**

**Course Title: Soft skills**

**Max. Marks: 50**

**Course Code: SJM JMC 14 02 SEEC 2010**

**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 students needs to answer any two parts of each question. Each part carries seven marks

Question No. 1.

(4X2.5=10)

- a) Why language proficiency is important these days?
- b) what is the written communication?
- c) How we improve our pronunciation?
- d) What do you understand by social media Netiquette?
- e) Why dressing sense is so much important?
- f) How we develop a sharp memory?
- g) Why body language is important in communication?

Question No. 2.

(2X5=10)

- a) Why oral communication is so much important?
- b) Why communication is important for Professional life?
- c) Why intonation is so much important? Explain with example.

Question No. 3.

(2X5=10)

- a) What do you understand by the term 'Good listening skill'? Explain with suitable examples.
- b) Explain the concept of Formal and Casual dresses. Explain with suitable examples.
- c) How can we become a good communicator?

Question No. 4.

(2X5=10)

- a) Why official email is important? How can we write an effective email?



- b) Write a letter to your Department head for increasing your salary?
- c) Why Social media is important in today's life? Explain with suitable examples.

Question No. 5.

(2X5=10)

- a) How time management is important for life. Explain with suitable examples.
- b) Explain five public speaking techniques with suitable examples.
- c) How can we motivate ourselves? Explain with suitable examples.

