

# CENTRAL UNIVERSITY OF HARYANA

End Semester Examinations March 2023

Programme: M.A. (JMC)

Session: 2022-23

Semester: First

Max. Time: 3 Hours

Course Title: Introduction to Media

Max. Marks: 70

Course Code: SHSS DJMC 010104 C 3205

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## 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) Explain NWICO.
- b) EDUSAT
- c) What is Folk media?
- d) What is "digital convergence"?
- e) Describe new media.
- f) Explain Web 2.0
- g) Write a short note on the 1st Press Commission of India.

Q 2. (2X7=14)

- a) How did Media evolve in India?
- b) What is a New Agency? Give an example of a well-known news organization.
- c) Discuss the suggestions made by India's major press commissions.

Q3. (2X7=14)

- a) What are the differences between FM and AM (Radio)?
- b) Discuss the significance of Radio in 2023.
- c) Write about India's digital transformation.

Q 4. (2X7=14)

- a) What is the role of digital platforms in the Education sector?
- b) How did Doordarshan and AIR contribute to Indian society?
- c) Describe Edusat. Is it still applicable in this day and age of online education?

Q 5. (2X7=14)

- a) Discuss the suggestions of Verghese commission.
- b) How did BBC and other foreign media affect Indian viewers?
- c) What do you mean when you refer to "parallel" and "multiplex" movies?



CENTRAL UNIVERSITY OF HARYANA

DJMC

Term End Examinations, March 2023

Programme: Ph.D (Course Work)

Session: 2022-2023

Semester: First

Max. Time: 3 Hours

Course Title: Communication Models & Theories

Max. Marks: 60

Course Code: SHSS DJMC 020101C3104

Question no. Attempt any five questions from the questions given below. Each question carries equal marks. (12x5=60)

Q. 1 What do you think about the spiral of silence model? Explain with an example.

Q.2 Explain limited effects theory with a suitable example.

Q.3 What is the Frankfurt school? What is the contribution of the Frankfurt School in communication?

Q.4 What is Critical theory? Explain with a suitable example.

Q.5 Why Cognitive Dissonance theory is so much important in Communication?

Q.6 How spiral of Silence model play an important role in society?

Q.7 Explain the Indian Communication model Sadharnikaran.

Q.8 What is the Uses and Gratification theory? Explain with a suitable example.



# CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, March 2023

**Programme: M.A.JMC**

**Semester: First**

**Course Title: Writing Skills**

**Course Code: SHSS DJMC 010102 C 3115**

**Session: 2022-2023**

**Max. Time: 2.30 Hours**

**Max. Marks: 50**

## **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) Define Writing.
- b) What do you mean by Column?
- c) What do you mean by Page3 writing?
- d) Why deadline is essential in writing?
- e) Write a brief over letter to editor.
- f) What do you mean by script?
- g) Explain the nature of Copy Editing.

### **Question No. 2.**

**(2X5=10)**

- a) Explain the evolution of writing with examples.
- b) Discuss the different types of writing in detail.
- c) Draw the qualities of a good writer.

### **Question No. 3.**

**(2X5=10)**

- a) Explain the types of formal writing.
- b) Explain the formats of professional writing with examples
- c) Discuss the difference between self-writing and writing for the mass.

### **Question No. 4.**

**(2X5=10)**

- a) What is translation? Write its importance in journalism.
- b) Describe the types of translation with examples.
- c) Discuss the principles of writing for mass media.

**Question No. 5.**

**(2X5=10)**

- a) What do you mean by media terminology? Write some terminologies related to newspaper.
- b) Write an editorial on any national issue.
- c) What do you mean by article? Write why article is important to discuss the incidents, accident and event over editorial page?

# CENTRAL UNIVERSITY OF HARYANA

Term End Examinations March 2023

**Programme: MAJMC**

**Session: 2022-23**

**Semester: First**

**Max. Time: 3 Hours**

**Course Title: Soft Skills**

**Max. Marks: 70**

**Course Code: SHSS DJMC 010105SEEC 2200**

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## **Instructions:**

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

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

Q 1. (4X3.5=14)

- a) Define Communication.
- b) Explain Non-Verbal Communication
- c) What is Visual Communication?
- d) What are soft skills?
- e) Need and Significance of self-Motivation.
- f) What is the concept of cultural assimilation?
- g) What are Netiquettes?

Q 2. (2X7=14)

- a) Discuss the importance of Language proficiency in communication.
- b) What are the merits and demerits of Oral and Written Communication?
- c) Define Pronunciation. Which factors influence pronunciation?

Q3. (2X7=14)

- a) What is the impact of Body Language in Listening?
- b) What are personality traits? Discuss major types of Personality?
- c) What should be appropriate dressing for a formal interview?

Q 4. (2X7=14)

- a) What is the difference between official and semi-official writing?
- b) What are the major components of an email?
- c) What should we consider while writing on social media?

Q 5. (2X7=14)

- a) How can you manage time effectively?
- b) Which qualities are required to be a Leader?
- c) What are personal virtues? What is the significance of personal virtues?

