

Sl no of Question Paper: 5274

UPC: 2032182403

Name of the paper: Introduction to Broadcast Media

Name of Course: B.A. (Honours) Journalism

Semester: II

Time limit: 3 hours

Max marks: 90

Instructions for candidates :

- a. Write your Roll No. on the top immediately on receipt of this question paper.
- b. This question paper contains 2 parts. Both parts are compulsory.**
- c. Candidates have to answer **ALL** the questions in Part A and **ANY THREE** questions in Part B.
- d. Questions in **Part A** carry **10 marks each** and questions in **Part B** carry **20 marks each**.

Part A (Short Notes)

Q1 Differentiate between Soundscape and Sound culture

Or

What do you understand by ecology of images?

Q2 Discuss the role of visuals in branding.

Or

What is Depth of field? Why is it important?

Q3 Differentiate between Electronic News Gathering (ENG) and Electronic field Production (EFP)

Or

Discuss in detail the elements of a Television News Bulletin.

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Part B

Q4 Discuss different kinds of microphones and their use in different contexts on the basis of their polar patterns and underlying technologies.

Or

Write a detailed note on the process of Sound design discussing how it is planned and executed.

Q5 Explain structure of a DSLR Camera mentioning different parts and their functions.

Or

Describe various camera movements and shots including the rationale behind using them, with the help of diagrams.

Q6 Describe News Gathering, Writing and Reporting process in broadcast media.

Or

Discuss basic software and techniques used in editing for TV.

Q7 Write a detailed note on the production process in TV news channels.

Or

Comment on the impact of Artificial Intelligence on Broadcast Journalism in India.

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[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5117

H

Unique Paper Code : 2032182401

Name of the Paper : Conflict and War Reporting

Name of the Course : **BA (H) Journalism**

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
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3. Candidates have to answer **ALL THREE** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

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P.T.O.

Part A

Answer any **THREE** questions. (3×10=30)

1. Discuss the relation between conflict and media reporting.

Or

Discuss the role of a reporter in conflict reporting.

2. What are the challenges a journalist faces while reporting conflicts in a foreign land?

Or

Explain the concept of embedded journalism.

3. Explain how improvement in communication technologies have reduced the dominance of mainstream media in multilateral coverage of war and conflict.

Or

Images are intrinsic to news, for the press, television, and social media. Discuss the importance of war photography on transforming news media by the visuals, images and spectacle.

Part B

Answer any **THREE** questions. (3/20 60)

4. "A journalist is the link between conflict - ridden people, state and the source of conflict". What are the issues a journalist can face while reporting conflict and wars.

Or

What do you understand by information warfare. Discuss information warfare models briefly.

5. "The risk factors of war reporting distinguish war reporters as a group. War reporters exercise a greater degree of autonomy on commercial grounds" Comment.

Or

The media typically cover war from the point of view of country in which they have their audience. In the light of this statement, discuss the issue of objectivity, rationality and accuracy in media reporting of conflict.

6. What are the specific dangers and issues women journalists face while reporting war and conflicts.

Or

The use of ICTs in warfare has forced warring nations to gain information superiority which enables them to access information, disseminate or exploit it for their advantages. Discuss the impact of new technologies in war coverage.

7. What do you understand by Hybrid warfare? Explain with suitable examples.

Or

Since the development of the telegraph in the mid-Victorian period to watching real-time bombing of Baghdad, technology has played a crucial role in war reporting. Discuss how new technologies have impacted working environment of war reporters.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5173

H

Unique Paper Code : 2032182402

Name of the Paper : Multimedia Journalism

Name of the Course : **Bachelor of Arts (Honours Course) Journalism**

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains **2 parts**. Both parts are compulsory.
3. Candidates have to answer All the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

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PART A

1. What are the skills required by a multimedia journalist in contemporary newsrooms?

Or

Explain the unique challenges faced by writers and editors in the online environment.

2. Describe the differences between traditional interviewing techniques and those tailored for web and multimedia publishing.

Or

Analyze the ethical considerations and legal implications associated with online media content creation and distribution.

3. Outline the stages involved in the multimedia production process, from ideation to publication.

Or

Discuss the basic tools available in Photoshop to edit digital photographs.

PART B

4. Discuss strategies for effective online writing and editing, considering factors such as readability, engagement, and search engine optimization (SEO).

Or

Explain, with an appropriate example, how different media platforms can be integrated into a multimedia web news story.

5. 'Citizen journalists have transformed the practice of journalism and raised existential questions for the profession'. Discuss

Or

The Internet is a valuable source of information but equally a challenging one for doing online research. Comment.

6. Analyze the narrative techniques used in multimedia storytelling to create an immersive experience for the reader.

5173

4

Or

Evaluate the advantages and limitations of social media as a news distribution tool.

7. Critically analyse the role of blogs as a form of citizen journalism.

Or

Examine the rise of mobile journalism (mojo) as a disruptive force in traditional news gathering and reporting.

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[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1366 **H**

Unique Paper Code : 11011602

Name of the Paper : Advanced New Media

Name of the Course : **B.A. (Hons) Journalism**

Semester : VI

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. **Both** parts are compulsory.
3. Candidates have to answer **Any Three** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **15** marks each.

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Part A

1. Write short notes on **any two** : (5×2=10)
- (a) Gaming and player culture
 - (b) Utopian- Dystopian interface
 - (c) Video Blogging
 - (d) Cyber security
 - (e) Memes
 - (f) Digital Fandom
 - (g) Digital Public Sphere and democracy
2. Do you think digital inequality deserves a place alongside more traditional forms of inequality? Explain with examples.
3. What are memes? How are memes different from viral digital objects? Elaborate with examples.

4. The shift from analogue to digital has occurred on two related levels: a symbolic one and a literal one. With reference to this statement, discuss the impact of the digital on digital art and cinema in detail with relevant examples.
5. What does privacy mean in the digital age? How has digital surveillance complicated our understanding of privacy?

Part B

6. New media technologies such as the World Wide Web are slowly becoming the major site of identity-construction and maintenance. Do you agree with the statement? Do you think that the social media perpetuate existing gender stereotypes online as well? Discuss.
7. Discuss in details some important strategies of design, exhibition and distribution while creating a website-based project of your choice. Outline and justify the kind of online platform, content, digital objects (such as memes, GIFs, etc.) timeline of postings you used for this project.

8. How does fan culture perpetuate through digital media? Explain with the help of relevant case examples.
9. Has the new media public sphere increased or decreased the inclusion and representation of disadvantaged groups? Explain with the help of various social movements taking place across the globe.
10. What is net neutrality? What is the stance of various stakeholders in the debate of net neutrality?

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5320

H

Unique Paper Code : 2033182012

Name of the Paper : Photography and Digital
Imaging

Name of the Course : **B.A. (Hons.) Journalism**

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. **Both** parts are **COMPULSORY**.
3. Candidates have to answer **All** questions in **Part A** and **Any 3** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

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5320

2

Part A

(Short Notes)

(3×10=30)

Write short notes on any three :

1. Raghu Rai

Or

Raja Deen Dayal

2. Exposure Triangle

Or

DSLR operations

3. Photo journalism

Or

Adobe Lightroom

Part B

(Long Answer type questions)

Attempt any three questions.

(3×20=60)

4. Throw light on the evolution of Photography from Camera obscura to the recent advancements.

Or

Write an essay on the contribution of famous Indian photographers and their works.

5. Describe different types of lenses and their usage in detail.

Or

Describe basic rules of composition and framing and the rationale behind them.

6. Describe the processes of image editing and post-processing. What is their importance in photography.

Or

Explain any photo editing software mentioning its functions and features.

5320

4

7. Photography is an art as well as science. Comment.

Or

Describe the various contemporary technologies and tools of photography.

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1413

H

Unique Paper Code : 11011605

Name of the Paper : Communication Research
and Methods

Name of the Course : **B.A (H) Journalism**

Semester : VI

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains **2 parts**. Both parts are compulsory.
3. Candidates have to answer ANY **THREE** questions in **Part A** and ANY **THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **15** marks each.

PART A

Answer any **THREE** questions : (3×10=30)

1. Differentiate between research methods and research methodology. What are the various types of research?
2. Define dependent and independent variables. Elaborate on their usage in research using examples.

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3. Describe 'representativeness of sample' and 'sampling error'.
4. Define 'survey' as a method of research and describe its suitability for data collection.
5. What do you understand by 'non-statistical methods' of analyses? Discuss with examples.

PART B

Answer any **THREE** questions: (3×15=45)

6. What are the systematic steps to be followed in research? Elucidate with the steps involved in a research topic of your choice.
7. Defining the Open-Ended and Closed-Ended questionnaire, prepare an Open-ended questionnaire on the viewership of primetime news bulletins in India.
8. What is Content Analysis? Explain the method with suitable examples.
9. What do you understand by reliability and validity in research. Discuss the various methods to estimate the reliability of a research tool.
10. Discuss the importance of internet as a tool for research in contemporary times by giving suitable examples.

(800)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5147

H

Unique Paper Code : 2032181201

Name of the Paper : Reporting and Editing for Print

Name of the Course : **B.A. (Hons) Journalism**
: **DSC**

Semester : II

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains two parts. Both parts are COMPULSORY.
3. Candidates have to answer All questions in PART A and Any 3 questions in Part B.
4. Questions in Part A carry 10 marks each, while those in PART B carry 20 marks each.

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PART A

1. (a) Write a short note on Court beat reporting.

Or

- (b) Describe the structure of a news story with the help of a diagram and explain its elements.

2. (a) Explain the significance of 'letters to the editor' in a news daily.

Or

- (b) Write a short note on the role of sub/copy editor in the process of publication of a story.

3. (a) Community newspapers are powerful tools that can deepen democracy and bring about accountability. Discuss with relevant examples.

Or

- (b) Write a short note on the pervasive phenomenon of 'trial by media'.

PART B

4. (a) Discuss the fundamental differences and preparations required to cover speeches, press conferences and press meets in detail.

Or

- (b) What do you understand by On-the-record and Off-the-record interview? Prepare a set of questions to conduct an interview with the Sports Minister.
5. (a) 'An editorial reflects a newspaper's politico-ideological position'. Critically discuss this statement citing examples in the context of India.

Or

- (b) Explain the organizational setup of a modern newspaper and discuss the inter-relationship of each department in the practice of journalism.
6. (a) The problem of sensationalism and voyeurism attached with corporate-driven television is slowly invading the institution of newspaper. Discuss.

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Or

- (b) Do you agree that constant exposure to fake news can lead to false memories, as well as foster anxiety? Elaborate your answer with the recent examples of fake news consumption and its impact on readers.
7. (a) "A free press can be good or bad, but, most certainly, without freedom a press will never be anything but bad." - Albert Camus. Discuss the statement in the context of freedom of expression and state control over media in India.

Or

- (b) "We have a media that is driven by revenue, not by reality; by commerce, not by community; by profit, not by people; by narrow corporate greed, not by news judgement" P. Sainath. Discuss this statement in the background of neutrality and bias in the news.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5196 H
Unique Paper Code : 2032181202
Name of the Paper : Advertising and Public Relations
Name of the Course : B.A. (Hons) Journalism
: DSC
Semester : II
Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **ALL** questions from **PART A** and any **THREE** questions from **PART B**.
3. Questions of **PART A** carry **10** Marks each, while those of **PART B** carry **20** marks each.

PART A

1. (a) Explore the multifaceted functions of a full-service advertising agency in today's competitive marketing landscape.

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OR

(b) Explain how Stem's model is helpful in the understanding of the communication process in the context of advertising.

2. (a) Explain the different forms of digital advertising? What role does digital advertising play in creating brand awareness and engagement?

OR

(b) What are the ways in which brands can improve the ROI of their social media campaigns?

3. (a) Discuss the various tools of Public Relations with reference to both internal and external publics.

OR

(b) Why is PR necessary for the government? Briefly discuss the functions of the publicity units of the Government of India.

PART B

4. (a) Explain the elements of the marketing mix. Elaborate upon the role of advertising in the marketing mix.

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OR

- (b) What are the emerging trends in advertising? What competitive advantages do these innovative strategies have over traditional advertising methods?
5. (a) What is influencer marketing? Why have digital influencers emerged as a significant force in the online advertising space? Elucidate.

OR

- (b) Consider the ethical implications of social media interactivity in digital advertising. Discuss the responsibility of brands and regulators in ensuring ethical digital advertising practices.
6. (a) Explain the stages involved in executing a PR campaign. Give examples of successful PR campaigns and analyse the strategies and tactics used to achieve their goals.

OR

- (b) Discuss the role of public relations in crisis communication, highlighting its importance and strategies for effective crisis management. Provide examples to support your arguments.

7. (a) User-generated content has emerged as a powerful trend in advertising, transforming the way brands interact with their audiences. Discuss the advantages and challenges of using user-generated content as a strategy for brand promotion.

OR

- (b) What do you understand by media planning. Elaborate on the various aspects to be considered in media selection, scheduling and timing of advertising messages in the media.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1532

H

Unique Paper Code : 11017613

Name of the Paper : Introduction to Cinema
Studies

Name of the Course : **B.A. (H) Journalism : DSE**

Semester : VI

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. **Both** parts are compulsory.
3. Candidates have to answer **Any Three** questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **15** marks each.

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PART A

Answer any THREE questions. (3×10=30)

1. Discuss how the elements of mise-en-scene illustrate the filmmaker's worldview, using examples to illustrate your points.
2. Write a short note on the contribution of David W. Griffith: Pioneer of American Cinema.
3. Examine the importance and influence of the German Expressionist movement in film.
4. Discuss Satyajit Ray's Auteurship. Investigate the unique directorial elements in his films, emphasizing their cultural embeddedness, reflective of his thematic preoccupations,
5. Explore the legacy of Guru Dutt with reference to his cinematic style and storytelling techniques and their contribution to Indian cinema.

PART B

*Answer any **THREE** questions.* (3×15=45)

6. How did Kuleshov's editing experiments shape film theory and audience perception? Discuss the significance of the Kuleshov Effect in cinema language, providing examples of its application.
7. Examine the distinctive elements that define the film noir genre and contribute to its unique aesthetic and narrative style.
8. Discuss Edison's significant contributions to the early advancements in cinema technology and the evolution of film exhibition. How his invention different from Lumière Cinematographe?
9. Explore the three levels of cinematic gaze outlined by feminist film scholarship, focusing on the perspectives of the camera, characters, and spectators.

10. Explore the relationship between Indian cinema and Indian society. How do Indian films reflect and respond to social, cultural, and political issues such as gender, caste, religion, and globalisation?

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1680

H

Unique Paper Code : 11017610

Name of the Paper : Social Media and
Communication

Name of the Course : **B.A. (H) Journalism : DSE**

Semester : VI

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

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PART A

Answer any THREE questions. (3×10=30)

1. Write a short note on Hyper-personal nature of social media and Virtual reality.
2. Discuss the evolution of social media in detail.
3. Write a short note on cultural polarisation.
4. Discuss any two important social media audience measurement tools. Give suitable examples.
5. What do you understand by counter-communities in social media? Discuss with examples.

PART B

Answer any THREE questions. (3×15=45)

6. What are the opportunities and challenges of participatory culture with reference to social media communication?
7. With the coming of social media, how news consumption pattern has changed among audiences. Discuss in detail with examples.
8. How has the concept of activism evolved in cyberspace, and what role does social media play in facilitating or hindering digital activism movements?
9. What are social media marketing tools? How do they enhance the efficiency and effectiveness of digital marketing strategies?

10. What is social media trolling? Discuss it's impact on users in general.