

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FIRST SEMESTER [BJMC] DECEMBER 2013

Paper Code: BJMC-101

Subject: Writing For Media

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

Q1. Write short notes on any 2 of the following : (7.5x2=15)

- A. Concise
- B. Accuracy
- C. Monotony

Q2. Write short notes on any 2 of the following (7.5x2=15)

- A. Basics of media writing.
- B. Rhythm in writing.
- C. Logical sequencing in writing.

Q3. Explain with suitable example Writing is art or craft. (15)

Q4. Differentiate total emphasis and partial emphasis with supporting examples.(15)

Q5. What do you mean by "First Draft"? Explain with suitable example. (15)

Q6. Explain with suitable example need and importance of translation in journalism. (15)

Q7. Explain what is the need and importance of writing for media paper in your syllabus. (15)



D-J / 2013 / 891



(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FIRST SEMESTER [BJMC] DECEMBER 2013

Paper Code: BJMC-103

Subject: Socio-Economic Political Scenario

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions, including Q.no.1 is compulsory.
Internal choice is indicated. All question carry equal marks.

Q1 Write a short note on **any five** of the following:-

- | | |
|---------------------------------------|-------------------------------|
| (a) Mark of Indus valley Civilization | (e) Judicial Activism |
| (b) Vedic Era | (f) Coalgate Controversy |
| (c) Sensex | (g) Globalization |
| (d) Population Explosion | (h) Electoral reform in India |



Q2 The culture of India is such a comprehensive vision of the values of life that it transcends the outlook or ordinary religious. Comment.

OR

Why founding fathers of Indian constitution used the term 'India that is Bharat' in the preamble of Indian constitution?

OR

India's struggle for independence is a saga in its own. Comment.

Q3 In the light of recent economic reforms by Indian government explain the impact of FDI in retail and multi-brand sector in India.

OR

- (a) Evaluate India's planning for development.
(b) List out ground realities of Indian economy based on HD.

Q4 "The legal system of a country reflects social, political, economic and culture characteristics of society." Explain the statement by highlighting Indian Judicial System.

OR

Briefly describe the following:-

- (a) Federal and unitary features of parliamentary democracy.
(b) Decentralization of Power.

OR

Discuss few issues that needs immediate attention to deal with, for the overall socio-economic and political development of the country.

Q5 Evaluate the India's population programme and list out the factors responsible for population explosion. Also suggest measures to attain zero growth population rate.

OR

Write short notes on **any two**:-

- | | |
|------------------------|-----------------------|
| (a) Poverty | (c) literacy |
| (b) Communal Conflicts | (d) Gender Inequality |

OR

"Indians have finally given a call to fight against corruption". Throw light on the steps taken by Indian to fight for the cause.

D-5/2013/892

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END TERM EXAMINATION

FIRST SEMESTER [BJMC] DEC.2014- JAN.2015

Paper Code: BJMC-101

Subject: Writing for Media

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions as directed.

- Q1 Explain with suitable examples ABCD of Media Writing. (15)
- Q2 Explain Media Writing and its kinds. Explain briefly "Writing to Inform". (15)
- Q3 Write short notes on any two of the following:- (7.5x2=15)
- (a) Variety
 - (b) The Sentence
 - (c) Breaking monotony
- Q4 Explain writing formats of Journals and Reports. (15)
- Q5 Explain Concept and Definition of Translations. (15)
- Q6 Write different types of translation and briefly explain them. (15)
- Q7 Explain need and importance of Translation. (15)



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Exam Roll No.

END TERM EXAMINATION

FIRST SEMESTER [BJMC] DEC.2014- JAN.2015

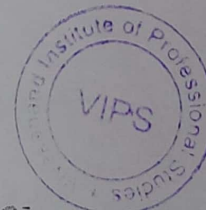
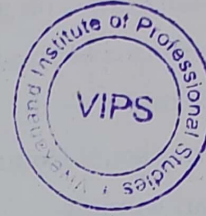
Paper Code: BJ(MC)-103 Subject: Socio-Economic & Political Scenario

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.

- Q1 Write short notes on any three of the following:- (3x5=15)
- (a) Foreign trade
 - (b) FDI.
 - (c) Judicial Activism
 - (d) Corruption in India
 - (e) Communal tensions
- Q2 "Bharat Ek Khoj by Shyam Benegal is a Combined Package of history or Civilization. Elaborate. (15)
- Q3 What do you mean by a Mixed Economy? What are its features? Is India a Mixed Economy? (15)
- Q4 Explain the role of Economic Planning in India's development. Discuss the salient features of current five year plan. (15)
- Q5 Explain the relevance of Fundamental Rights. Differentiate between Fundamental Rights and Directive Principles. (15)
- Q6 Examine the main measures that you consider necessary for the development of small scale industries on sound line. (15)
- Q7 Define Illetracy. Analyse the Policy of the government of India for alleviation of Illetracy. (15)
- Q8 Explain the following in brief:- (2x7.5=15)
- (a) Impact of globalization on Indian Economy.
 - (b) Success or failure of Parliamentary Democracy



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END TERM EXAMINATION

FIRST SEMESTER [BJMC] DECEMBER 2013

Paper Code: BJMC-105

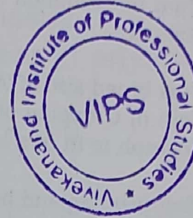
Subject: Introduction to
Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions, including Q.no.1 which is compulsory.

- Q1 Write short notes on (attempt any three):- (3x5=15)
- (a) Auto Communication.
 - (b) Need for Voice Modulation.
 - (c) Characteristics of an Effective Speaker.
 - (d) Significance of Role-Play.
 - (e) What does 'active listening' mean?
- Q2 Can a language be described as being synonymous with the term communication? Comment in the light of meaning, nature and scope of human communication. (15)
- Q3 Differentiate between:- (5x3=15)
- (a) Face-to-face and Mediated communication.
 - (b) Group Communication and Public Communication.
 - (c) Pitch and Tone.
- Q4 Explain how body language, paralanguage and proxemics affect your message in the communication process. (15)
- Q5 (a) Every picture tells a story. Critically analyses this statement in the light of the significance of photographs in communication. (7.5)
- (b) How has the new media influenced Journalism as a concept and practice. Give examples. (7.5)
- Q6 With the help of well labeled diagrams, explain. (7.5x2=15)
- (a) Gerbner's Model.
 - (b) Two step & Multistep Theory.
- Q7 (a) Discuss the element, process, scope and application of the mathematical (information) model of communication. (7.5)
- (b) Explain media, public and policy agenda. (7.5)
- Q8 What is the role of Traditional and Folk media as a model of communication in rural areas? Cite instances/examples. (15)



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END TERM EXAMINATION

FIRST SEMESTER [BJMC] DEC. 2014- JAN. 2015

Paper Code: BJMC-107

Subject: Basics of Design & Graphics

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 (a) What are WYSIWYG and GUI (3)
 (b) Explain the difference between Serif and Sans Serif. (3)
 (c) Explain guidelines for good design. (3)
 (d) Explain color theory in detail. (3)
 (e) What do you understand by- (3)
 (i) Billboard
 (ii) Hoarding
 (iii) Banner



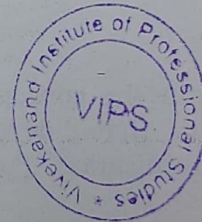
Q2 How are Elements of design different from the Principles of design?(15)

OR

Elaborate on different stages of design. (15)

Q3 In context to layout and design; write short note on - (5x3=15)

- (a) Mugshot,
- (b) Folio,
- (c) Jumphead,
- (d) Byline
- (e) Teaser



OR

Write in detail about different page layouts. (15)

Q4 Execute the following tasks with reference to a DTP package of your choice- (3x5=15)

- (a) Create and design a poster on any social issue
- (b) Elements including the type, color, size, text (if any) and graphic specification.
- (c) Write the steps for whole creation process.

OR

Explain the applications of Visualization in the design process. (15)

Q5 A newspaper classified sales clerk, notes down this advertisement over the phone:

Laptop for sale, Intel Pentium M 760 Processor 2.0 GHz, 512MB memory, 80GB hard disk. Rs. 10,000. Excellent condition. Phone Co. Bhanu Pratap Singh 9313527854. Describe five different features of a DTP package you will use to improve this adert and why? (15)

OR

Write the advantages and disadvantages of using a DTP package to produce the newsletter rather than a word processing package. (15)

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END TERM EXAMINATION

FIRST SEMESTER [BJ(MC)] DECEMBER 2013

Paper Code: BJMC107

Subject: Basics of Design & Graphics

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1 (a) Mention the common and prevailing sizes of publications. At least 4 sizes must be mentioned. (8)
- OR
- (b) What is broad size of 'A' series and 'B' series? (i) 'BO' series (ii) 'AO' series (7)
- (b) Explain (i) Cropping of a photograph (ii) proportional decrease/increase of size of photograph to fit in a layout. (7)
- Q2 What is offset printing and how it works? Describe the process of offset printing. (15)
- Q3 (a) Attempt **any five** questions of the following:- (2x5=10)
- (i) What is D.T.P. (Desk Top Publishing) and equipment required?
- (ii) What is design briefing?
- (iii) What are rough designs (concepts)? Draw illustrations to explain.
- (iv) Mention stages of the Design Process.
- (v) What are points in regard to typography?
- (vi) What is Sarified and Sans Serif type face (font)?
- (vii) What is marking up copy (manuscript) and proof corrections?
- (b) What is difference between Graphic Arts and Graphic Design? (5)
- Q4 Describe in detail the principles of designing, especially for a book. (15)
- Q5 (a) Mention types of Binding a publication. Give brief of each method. (8)
- OR
- Mention the Printer's scale.
- (i) Points (ii) Em Pica (iii) Em (iv) 1 inch=? Em pica (v) 1 Em pica=? Points
- (vi) 1 inch=? Points
- (vii) Marking a type matter for composing (to indicate face size and body size)
- (b) What are the 3 main Printing Methods? Their principles and techniques behind separating printing and non-printing area. (7)
- Q6 What is colour combination? How it is important in terms of communication? (15)
- Q7 Attempt **any fifteen** questions of the following:- (1x15=15)
- (a) What is full form of CMYK ?
- (b) _____ do _____ RGB?
- (c) _____ do _____ VIBGYOR?
- (d) What are additive colours?
- (e) What is Appendix?
- (f) What is 'Spine' of a publication?
- (g) What is DPI?
- (h) What is Bibliography?
- (i) What is Bleed?
- (j) What is Book Jacket?
- (k) What is Calligraphy?
- (l) What is Collate?
- (m) What is Drop Shadow?
- (n) What is Foreward?
- (o) What is GSM?
- (p) What is Manuscript?
- (q) What are the software for graphic designing?
- (r) What is Upper case?
- (s) Line space?
- (t) Tint?

D-5/2013/894

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END TERM EXAMINATION

FIRST SEMESTER [BJMC] DEC.2014 - JAN.2015

Paper Code: BJMC-105

Subject: Introduction to Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.
Internal choice is indicated.

Q1 Write short notes on any three of the following:- (3x5=15)

- (a) Five senses of communication
- (b) Voice and speech
- (c) Interpersonal Communication and Intrapersonal Communication
- (d) Johari window
- (e) Feedback

Q2 Distinguish between verbal and non-verbal communication? Explain barriers to effective communication. (15)

Q3 How is language a vehicle of culture? Explain with the example of any language in Indian culture. (15)

Q4 Differentiate between communication and mass communication? Explain how mass communication is a product of industrial era which privileges media industry at the expense of the citizens. (15)

Q5 How do agenda setting theory and gate keeping model work in concert with each other to determine the nature of issues of national importance. (15)

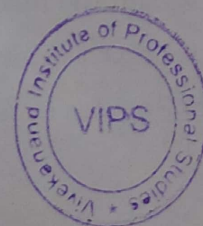
OR

Q6 Who are opinion leaders and what role do they play in interaction with mass audience? Discuss the two-step flow model of communication. (15)

Q7 What role does the media play in a democracy? Do you think they influence voting patterns in any significant way/manner? (15)

OR

Q8 "With the onslaught of the electronic media, the traditional media are no longer considered as effective tools of communication" Comment, discussing in brief their use in mass communication. (15)



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SUPPLEMENTARY EXAMINATION

FIRST SEMESTER [BJMC] SEPTEMBER-2014

Paper Code: BJMC101

Subject: Writing for Media

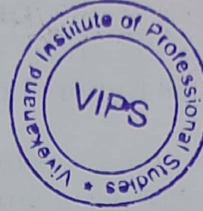
Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions. Internal choice is indicated.

Q1 Write short notes on any five of the following:- (3x5=15)

- (a) Writing Simply
- (b) Rhythm
- (c) Originality in translation
- (d) Punctuation
- (e) Emphasis
- (f) Writing Reports



Q2 How media writing is different from literary writing? Discuss important canons of writing for media. (15)

OR

What is the significant of vocabulary in writing? Describe the method adopted for enriching the vocabulary. (15)

Q3 Briefly discuss any two of the following:- (7.5x2=15)

- (a) Emphasis
- (b) Clause
- (c) Parts of a sentence

OR

What are various ways of sentence construction to break the monotony in reading and present the idea with variety? (15)

Q4 Why the paragraphing is essential for writing? What are the rules for making a paragraph or breaking into paragraphs? (15)

OR

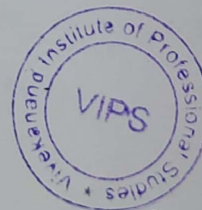
Discuss the following:- (7.5x2=15)

- (a) Characteristics of Essay
- (b) Elements of Letter

Q5 Discuss concept, definition, nature and norms of translation. (15)

OR

What are the types of translation? Discuss in detail any three types. (15)



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SUPPLEMENTARY EXAMINATION

FIRST SEMESTER [BJMC] SEPTEMBER 2014

Paper Code: BJ(MC)-103 Subject: Socio-Economic & Political Scenario

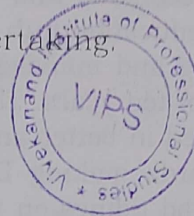
Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions. Internal choice is indicated.

Q1 Write short notes on the following:- (5x3=15)

- (a) Quit India Movement
- (b) Impact of disinvestment on public sector undertaking.
- (c) Judicial activism
- (d) Citizen's charter
- (e) Women Reservation in India.



Q2 Write answer on **any two** of the following:- (7.5x2=15)

- (a) Do you agree with 'India Vs Bharat'? Explain
- (b) What do you understand by linguistic diversity in India? Discuss the role of language in Indian politics.
- (c) Analyse Gandhian tool and techniques in India's freedom struggle.
- (d) Write a brief essay on congress socialist party.

Q3 Discuss the changing nature of five year planning in India with special reference to influence of globalization. (15)

OR

What are the challenges before capital formation in India? Do you think that FDI can help in meeting these challenges? (15)

Q4 Write answer on **any two** of the following:- (7.5X2=15)

- (a) Discuss the relevance of directive principles of state policy.
- (b) What are the factors responsible for growing federalization of Indian policy? Explain.
- (c) Write a brief essay on legislative procedure in Indian Parliament.
- (d) Why do we need electoral reforms? Discuss.

Q5 Write answer on **any two** of the following (7.5X2=15)

- (a) Critically analyse the various factors causing growth of corruption in our country.
- (b) Discuss the major problems faced by public health in India.
- (c) Do you think RTE can reduce illiteracy in India? Give reasons.
- (d) What do you mean by communication? Examine the historical reasons for communal tensions.



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SUPPLEMENTARY EXAMINATION

FIRST SEMESTER [BJMC] SEPTEMBER- 2014

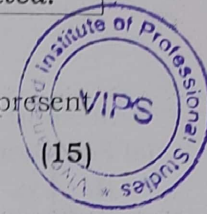
Paper Code: BJ(MC)-105

Subject: Introduction to Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.



Q1 Discuss the functions of mass communication in context of present media scenario in the country. (15)

Q2 What do you understand by communication? Discuss the various forms of communication. (15)

OR

Discuss the history and evolution communication with special reference to oral tradition of communication. (15)

Q3 What do you understand by inter-personal communication? How it is different from mass communication? (15)

OR

What is intra-personal communication? What is importance of this form of communication in overall communication process? (15)

Q4 Discuss the role and impact of mass media with special reference to television medium. (15)

OR

Discuss the history and evolution of mass media. (15)

Q5 What do you understand by communication theory? Discuss the agenda setting theory. (15)

OR

Write short notes on any three of the following:- (5x3=15)

- (a) Cultivation Theory
- (b) Multistep Theory
- (c) Shannon and Weaver Model
- (d) Gate Keeping Model



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SUPPLEMENTARY EXAMINATION

FIRST SEMESTER [BJMC] SEPTEMBER 2014

Paper Code: BJMC-107

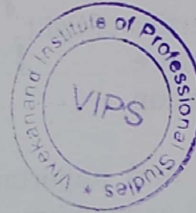
Subject: Basics of Design an Graphics

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.
All questions carry equal marks.

- Q1 Write short answer on any five of the following:- (3x5=15)
- (a) Letter press
 - (b) Shape
 - (c) Broadsheet
 - (d) Image editing
 - (e) Screen printing
 - (f) Book cover and book jacket
 - (g) Poster design
- Q2 Define Typography. What are the physical forms of Type? What is the role of typography in Newspaper Design? (15)
- Q3 What are the principles of design? Explain why these principles are required in design? (15)
- Q4 Define the role of colour in design. What are the different forms of colour? (15)
- Q5 What is offset printing? Explain the process of offset printing with diagrams. (15)
- Q6 What is desk top publishing? Mention what are the software require for DTP and why? (15)
- Q7 Explain the various stages of layout with diagrams. Write the components needed to create an advertising layout. (15)



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SUPPLEMENTARY EXAMINATION

FIRST SEMESTER [BJMC] SEPTEMBER- 2014

Paper Code: BJ(MC)-109

Subject: Indian Culture

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions. Internal choice is indicated.

Q1 Many Hindus believe that the Vedas are revealed scriptures. Comment.
What are the four Vedas and how each one is classified? (15)

OR

Discuss the character of Lord Rama in the Ramayana. (15)

Q2 Trace the history of advent of Islam in India. (15)

OR

Discuss the importance of Bhakti movement in the history of Hinduism. (15)

Q3 Many social reformers and religious leaders created national awakening which triggered fire of the freedom struggle. Comment. (15)

OR

Discuss the impact of Western education on the Indian life-style. (15)

Q4 How do you foresee the future of Indian culture despite cultural imperialism on our country? Discuss. (15)

OR

How the Indian middle class has set the political agenda in the country? Elaborate in detail. (15)

Q5 Write short note on any three of the following:- (3x5=15)

- (a) Relevance of Swadeshi
- (b) The Puranas
- (c) The Indus Valley Civilization
- (d) Sikhism
- (e) Indian entrepreneur class

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