

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY- JUNE 2013

Paper Code: BJMC-202

Subject: TV Journalism & Production

Time : 3 Hours

Maximum Marks:75

Note: Attempt all questions.

Q.1 Write short notes on **any three** of the following:

(5X3=15)

- (a) Video Brief
- (b) Assemble Editing
- (c) Rough cut
- (d) Packaging
- (e) Technical Director



Q.2 What are different TV programme formats? Discuss any five in detail.

(15)

OR

How is television medium different from web and print media? Discuss the main points of difference?

Q.3 What are the components of a TV report? Discuss each in detail.

(15)

OR

What are different types of TV interviews? What are the essential qualities and preparation required to conduct a good interview?

Q.4 Why are multi-cam sets up and productions so important for news channels?

Discuss the role of the key professionals and technicians involved in a multicam production.

(15)

OR

What are the different steps in production of a TV programme? Describe each in detail.

Q.5 What are the different evaluation tools and techniques used in evaluation of a video programme? Discuss the utility and application of each.

(15)

OR

What is meant by field testing of a programme? How would you go about field testing an instructional video?



END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY-JUNE-2013

Paper Code: BJMC202

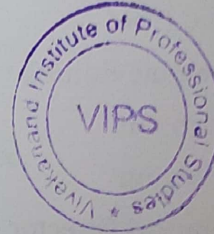
Subject: TV Journalism & Programme
Formats (Batch: 2008)

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions. Internal choice is indicated.

1. Write short notes on the following:-
 - a) Types of PTC
 - b) Packaging a News Report
 - c) Sources of TV News
 - d) Graphics in TV News
 - e) Qualities of a Journalist



(3x5=15)

2. What have been the prime socio-economic reasons for growth of Television medium in last two decades?

OR

Discuss the main differences between Television Medium and Print Medium?

(15)

3. What are the basic principles of news writing for television? Explain with the help of an example.

OR

Script a three minute feature story on an annual event organized in your college? Write the script in proper format and indicate all the elements of packaging.

(15)

4. Discuss any two of the following in detail

- a) Ethics of reporting
- b) Conducting an interview
- c) Organisational Structure of a TV Channel

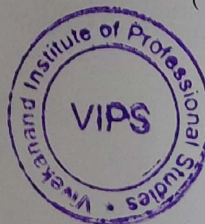
(15)

5. Discuss the role and importance of an anchor person in television live show.

OR

Discuss the principles of packaging a programme for TV channel on Tape.

(15)



END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY- JUNE 2013

Paper Code: BJMC-204

Subject: Introduction to Advertising

Time : 3 Hours

Maximum Marks:75

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

Q.1 Write short notes on the following: (5X3=15)

- (a) Global Scenario of Advertising
- (b) Describe as how advertising is a social process.
- (c) Classification of advertising on the basis of target audience
- (d) Creativity in advertising
- (e) Concept of advertising agencies



UNIT - I

Q.2 Define Advertising. Discuss in detail the nature and scope of advertising in India. (15)

OR

Describe the role and functions of Advertising.

UNIT - II

Q.3 How does communication act as a tool for advertising? (15)

OR

Compare AIDA and DAGMAR models of Advertising communication.

UNIT - III

Q.4 Discuss each of the following as part of classification of advertising on the basis of: (15)

- (a) Geographical Area
- (b) Medium
- (c) Purpose

OR

Discuss in brief each of the following

- (a) Broadcast Media
- (b) Print Media
- (c) Support Media

UNIT - IV

Q.5 How would you select an advertising agency and get the best out of it? (15)

OR

How does an Ad. agency function in relation to a client.



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END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY- JUNE 2013

Paper Code: BJMC-204

Subject: TV Production – Idea to Screen

Time : 3 Hours

Maximum Marks:75

Note: Attempt all questions as directed and internal choice is indicated.
All questions carry equal marks.

Q.1 Write short notes on **any three** of the following:

- (a) Time Code
- (b) Cut to Cut Editing
- (c) U-matic
- (d) Shooting Script
- (e) Target Audience



Q.2 Elaborate upon the main differences between story, script and plot?

OR

What is a programme brief? Discuss its various components.

Q.3 What are the main equipment and personnel requirements for a multi-camera production? Explain the use and function of each. Draw a detailed diagram of multi cam studio set up.

OR

What is the sequence of commands followed while producing a programme in a multi-cam production? Give the commands with corresponding action.

Q.4 What is meant by the term 'transition' in video production? What are different types of transition? When are they used?

OR

What is continuity editing? Discuss its meaning, use and basic principles.

Q.5 What are the different evaluation tools and techniques used in evaluation of a video programme? Discuss the utility and application of each.

OR

What is meant by field testing of a programme? How would you go about field testing an instructional video?



END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY-JUNE 2013

Paper Code: BJMC 206

Subject: Basics of Camera, Lights and Sound

Time : 3 Hours

Maximum Marks :75

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

1. Write short notes on any five of the following: (5X3=15 marks)

- i. Aperture
- ii. CCD
- iii. Strobe
- iv. Low key lighting
- v. Cardioid Microphone
- vi. CCU
- vii. Character Generator
- viii. Fish eye lens



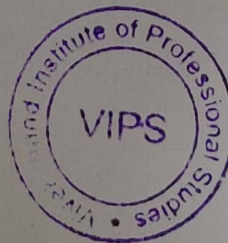
Q2. (a) Explain what white balance is and why do we need to use it? (5 marks)

(b) How do you focus the audience's attention on a specific subject on the screen? Explain with examples. (5 marks)

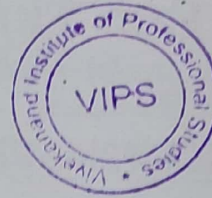
(c) How is visual variety created while shooting groups of people? (5 marks)

Q3. (a) Explain the differences between a zoom lens and a prime lens. Where are they used? (5 marks)

(b) How can you create depth in your shots? (5 marks)



P.T.O.



(c) What is a ND filter and where is it used?

(5 marks)

Q4. What are the different methods of light measurement? Explain their advantages and disadvantages. (15 marks)

Q.1

Q5. (a) Explain the characteristics used to describe the performance of a microphone. (5 marks)

(b) How should you test a microphone? What is the difference between audio level and audio volume? (5 marks)

Q.2

(c) What are the two types of inputs on an audio mixer? What are the three possible destinations for the output of an audio mixer? (5 marks)

Q6. (a) Give examples of situations where hard light is used while lighting. What are the practical disadvantages of hard light? (7½ marks)

Q.3

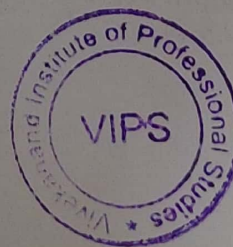
(b) Explain some of the things you must consider while doing a basic lighting plan. (7½ marks)

Q7. Review the different types of microphones and specify the type you would use to obtain a quality recording of a piano. Explain your choice. (15 marks)

Q.4

* * * *

Q.5



END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY- JUNE 2013

Paper Code: BJMC-206

Subject: Public Relations

Time : 3 Hours

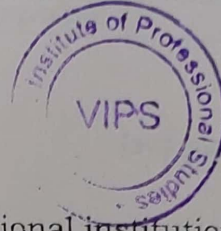
Maximum Marks:75

Note: Attempt all the questions. Internal choice is indicated.

Q.1 Write short notes on (any five)

(15)

- (a) Financial Publics
- (b) Corporate Identity
- (c) Functions of the PR department in educational institutions.
- (d) Press tours
- (e) E-newsletter as a tool of PR.
- (f) Minutes of the meeting



Q.2 What is corporate communication? Explain the tools and strategies adopted by multinational companies to communicate with its publics. (15)

OR

Is ethical public relations an oxymoron? Examine the statement with special reference to the Nira Radio controversy.

Q.3 why is media relations an important PR function? Describe the role of news development via press conferences in creating goodwill. (15)

OR

When is institutional advertising most potent as a tool of public relations. Substantiate your. Answer.

Q.4 What are the public relations initiatives taken by the Indian army in Jammu & Kashmir? Discuss their nature and impact on the local population. (15)

OR

Is new media an effective tool of celebrity PR? Highlight the merits and demerits of online PR w.r.t newsmakers.

Q.5 What are the steps of a full blown PR campaign? Discuss the role of evaluation in detail. (15)

OR

What is the significance of public opinion research in PR? Develop a brief outline of a research proposal in the field of public relations in India.



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END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY- JUNE 2013

Paper Code: BJMC-208

Subject: New Media

Time : 3 Hours

Maximum Marks:75

Note: Attempt five questions in all. Q.1 is compulsory.

Q1 Short Questions (Do any five)

3 X 5 = 15

- Weblogs
- Convergence of media
- SNS
- TCP/IP
- Networking topology
- DTH
- IPTV



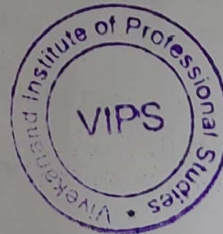
Q2 "Technology can be empowering and disempowering". In the light of the statement discuss the features of Internet and online communication? 15

Q3 "India has to face a reality of digital divide." Comment. What are the various types of digital divide prevalent in India? 15

Q4 Discuss the difference between traditional media and new media communication in terms of presentation and consumption. 15

Q5 How are the designing elements of traditional media different from that of new media. What are the basic principles of the designing of a website? 15

Q6 "The proliferation of NICT(s) have changed the face of ways of communication in India". Discuss, how has it been done? 15



Write your Exam Roll No.)

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END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY- JUNE 2013

per Code: BJMC-208

Subject: Advertising concepts and principles

Time : 3 Hours

Maximum Marks:75

Note: Attempt five questions in all. Q.1 is compulsory.

1 Write short notes on **any five** of the following: **(3X5=15)**

- Corporate Advertising
- Esteem Needs
- Class positioning and user positioning
- Non-economic functions of Advertising
- Techniques of propaganda
- Classified display advertisements
- Advertising as a mass communication process.



Q.2 Describe the salient milestones and landmarks in the evolution and growth of advertising in India. **(15)**

Q.3 Differentiate between: **(attempt any two)** **(2X7.5=15)**

- Industrial and Trade advertising
- Commercial and Non commercial advertising
- Publicity and Advertising

Q.4 What is the role of advertising in brand development and brand building of FMCG products. **(15)**

Q.5 What is consumer segmentation? Explain geodemographic and psychographic segmentation with examples. **(15)**

Q.6 Advertising leads to a theatre of consumption critically examine the above statement in the light of contemporary ad trends. **(15)**

Q.7 Establish the interrelationship between hierarchy of needs and the advertising appeals and value based paradoxes. **(15)**

Q.8 Cite a case to highlight the symbiotic relationship of advertising and public relations in India. **(15)**



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END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY- JUNE 2013

Paper Code: BJMC-210

Subject: Advertising Through Print,
Radio and T.V

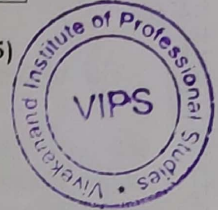
Time : 3 Hours

Maximum Marks:75

Note: Attempt all questions. Q.1 is compulsory. Internal choice is indicated.

- Q.1 Write short notes on the following:
- (a) Advertising Strategy
 - (b) Process of Budgeting
 - (c) Media Strategy
 - (d) Laws related to Advertising
 - (e). Design and Layout

(5X3=15)



UNIT - I

- Q.2 Distinguish between (i) Marketing objectives and Advertising objectives; and (ii) Direct objectives and indirect objectives. (15)

OR

Identify the factors that affect advertising budget and describe each of them in brief.

UNIT - II

- Q.3 Discuss the production process of either Audio or video copies. (15)

OR

Discuss the production process of print copy.

UNIT - III

- Q.4 What should be the organizational structure of a small advertising agency? Discuss the functions of various specialist departments in advertising. (15)

OR

What are the basis on which the agencies are paid and how to negotiate an appropriate method of remuneration.

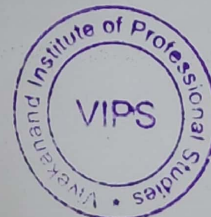
UNIT - IV

- Q.5 Discuss each of the following in brief (15)

- (a) Media Scheduling
- (b) Media choice
- (c) Media efficiency

OR

You know the cost of advertising on television has gone up, however, it offers value for money. Discuss.



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END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY- JUNE 2013

Paper Code: BJMC-212

Subject: Self Development

Time : 3 Hours

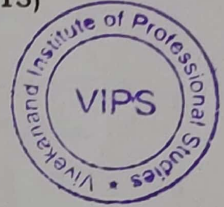
Maximum Marks:75

Note: Attempt five questions. Q.No.1 is compulsory and attempt all units. Internal choice is indicated.

Q.1 Write short notes on the following:

(5X3=15)

- (a) Personal Grooming
- (b) Dressing up for an occasion
- (c) Impact of cross-cultural relations
- (d) Importance of Body Language in communication
- (e) Types of interviews



UNIT - I

Q.2 What do you mean by Portrayal? Discuss in detail Portrayal of self image.(3+12=15)

OR

'First impression is the best impression'. You know, sometimes it happens and sometimes it does not, so what precautions you would take to ensure that the first impression is the really best for you when you are appearing for an interview for a Job in Doordarshan.

UNIT - II

Q.3 Clothes not fitting to your body are not only wastage of money but also bring a sense of great dissatisfaction to you even after spending a lot of time at garment outlets. Comment. (15)

OR

Often you may have come across people who are 'Conscious of dress' and 'not conscious of dress' in a variety of locations, may be educational Institutions, film industry, political field, bureau cracy, etc. Comment on whether one should be conscious of dress or not.

UNIT - III

Q.4 Discuss in detail the following:

(7.5+7.5=15)

- (a) Societal Values and norms
- (b) Art of fine dining

OR

Discuss in detail the following:

- (a) Business Etiquettes
- (b) Etiquettes for Media

UNIT - IV

Q.5 Public speaking is not everybody's art- comment. (15)

OR

What considerations you would keep in mind to make sure that you present your ideas in the best possible manner to win the confidence of the audience in a given situation.



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END TERM EXAMINATION

FOURTH SEMESTER [BJ(MC)] MAY-JUNE 2014

Paper Code: BJMC-202

Subject: Television Journalism & Production

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions.

Q.1 Write short notes (any five)

(5X3=15)

- (i) Rough Cut
- (ii) On-Line Editing
- (iii) Reverse Telecine
- (iv) Leader
- (v) Re Recording (RR)
- (vi) Montage
- (vii) Reality Shows



Q.2 How Television Journalism is different from print and Radio journalism? What are its strong points? (15)

OR

Explain the duties and responsibilities of a T.V. journalist in society at large. (15)

Q.3 What should you keep in mind while planning for a live panel discussion on T.V.? Discuss in detail. (15)

OR

What are the different television programme formats? Explain. (15)

Q.4 Explain the three stages of any fictional programme on television. (15)

OR

What are the basic differences between single camera production and multi camera production? Discuss in detail. (15)

Q.5 Discuss the need and utility of graphics and special effects in any news package. (15)

OR

How non linear editing is different and flexible in nature than linear editing? Discuss in detail. (15)



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END TERM EXAMINATION

FOURTH SEMESTER [BJ(MC)] MAY-JUNE 2014

Paper Code: BJMC-204

Subject: Introduction to Advertising

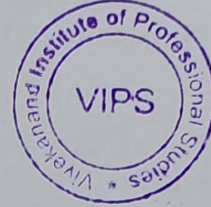
Time: 3 Hours

Maximum Marks: 75

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

Q.1 Write short notes on **any five** of the following: (5x3=15)

- (a) Unique selling proposition (USP)
- (b) Surrogate advertising
- (c) ASCI
- (d) Corporate advertising
- (e) Direct Marketing
- (f) Segmentation
- (g) DAGMAR model
- (h) Synergy between copy and art.



Q.2 Define Advertising and its various tools with examples. Explain the role of these tools. (15)

Q.3 How advertisements make an effect over the economy and social system of the country? (15)

Q.4 Explain the organizational setup of full service ad-agency and the function of its different departments. (15)

Q.5 Define creativity, in the context of advertisements with suitable examples. (15)

Q.6 Elucidate with suitable examples,; need and scope of media planning in advertising. (15)

Q.7 Compare the characteristics of advertising in print and cyber media. (15)

Q.8 Discuss the Growth and Development of advertising in India and world. (15)



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END TERM EXAMINATION

FOURTH SEMESTER [BJ(MC)] MAY-JUNE 2014

Paper Code: BJMC-206

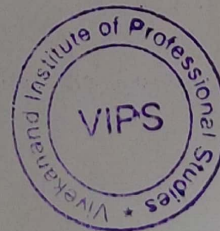
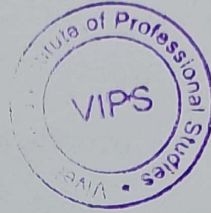
Subject: Public Relations

Time: 3 Hours

Maximum Marks: 75

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

- Q.1 Write short notes on **any five** of the following: (3X5=15)
- (a) Tools of Propaganda
 - (b) Marketing PR
 - (c) Financial Publics
 - (d) Advertorials
 - (e) Media Relations
 - (f) Public Affairs
 - (g) Grape Wine
- Q.2 Discuss the four models of public relations as enunciated by James Gruning and Todd Hunt. (15)
- Q.3 How do you classify 'Publics' in public relations? Identify the major types of publics in corporate public relations. (15)
- Q.4 What is a press tour? How does it differ from a press conference? (15)
- Q.5 Define a multimedia public relations campaign. Explain the key objectives of a campaign. (15)
- Q.6 (a) What are the different ways in which PR interfaces with news media?(7.5)
- (b) Describe the different types of press release with examples. (7.5)
- Q.7 Develop a public relations strategy to create a favourable brand image of your college. Describe the steps in detail. (15)
- Q.8 What is the need for public relations research? Discuss the salient research questions and methods used cite relevant cases. (15)
- Q.9 Describe the linkage between the message, the audience and the media in public relations writing. (15)



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END TERM EXAMINATION

FOURTH SEMESTER [BJ(MC)] MAY-JUNE 2014

Paper Code: BJMC-208

Subject: New Media

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions. Internal choice is indicated.

Q.1 Write short notes on **any three** of the following: (3x5=15)

- (a) Video-conferencing
- (b) Social Networking website
- (c) Cyber crime
- (d) Barrier of E-Governance in India
- (e) Online writings



Q.2 Explain the meaning & scope of online communication. (15)

OR

Internet is evolving in terms of providing people with news. Do you think future of news lies in the internet? (15)

Q.3 Explain the power & scope of social media in mobilizing communities. Critically analyze the role of Facebook in the power shift in Egypt. (15)

OR

Describe the trend of emerging technology currently being used by the media professionals. (15)

Q.4 Explain the distinguishing characteristics of online journalism as compared to traditional journalism. (15)

OR

Define the various categories of cyber crime. Do you think India's cyber law is powerful enough to curb the cyber crime? (15)

Q.5 Explain in detail the elements of web designing. (15)

OR

Discuss in brief the various aspects of basic programming for web designing. (15)

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END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY-JUNE 2015

Paper Code: BJMC-202

Subject: Television Journalism and
Production

Time: 3 Hours

Maximum Marks: 75

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

Q1 Write short notes on **any six** of the following:- (6x2.5=15)

- TRP
- Piece to camera
- Teleprompter
- Switcher
- VTR
- POV
- DTH
- Headroom



Q2 Answer **any two** of the following:- (7.5x2=15)

- What is the importance of graphics in a news story
- What are the qualities of a good TV reporter? Discuss with examples.
- Explain various sources for TV news.

Q3 Answer **any two** of the following:- (7.5x2=15)

- How is the TV media different from Radio and Print?
- Discuss different types of TV programmes with examples.
- How is the scripting for a TV fiction programme different from the scripting of a non fiction programem on TV?

Q4 Answer **any two** of the following:- (7.5x2=15)

- Discuss three stages of TV programme production.
- Explain the role of various personnel in a Multicamera production for television.
- What are the qualities of a good interviewer? Discuss different types of TV news interviews.

Q5 Answer **any two** of the following:- (7.5x2=15)

- How is a line TV show different from a recorded TV programme? Discuss with an example of both.
- Which is your favorite TV programme and why?
- What is the importance of an anchor in a line TV show?



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END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY-JUNE 2015

Paper Code: BJMC-204

Subject: Introduction to Advertising

Time: 3 Hours

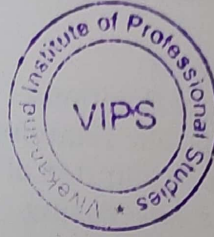
Maximum Marks: 75

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

Q1 Write short notes on the following:-

(5x3=15)

- (a) AIDA Model
- (b) Target Audience
- (c) Direct Marketing
- (d) Ad Agency
- (e) Yellow pages



Q2 Define Advertising. Explain role and functions of advertising.

(15)

OR

“Scope of advertising is very bright”. Explain it with suitable examples.(15)

Q3 Define various models of advertising communication.

(15)

OR

How advertising is changing the socio-cultural values of the society. (15)

Q4 Classify advertising on the basis of Target Audience and Geographical Area.

(15)

OR

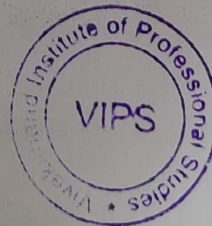
Write advantages and disadvantages of broadcast media.

(15)

Q5 Answer **any two** of the following:-

(7.5x2=15)

- (a) Concept of advertising agencies.
- (b) Type of advertising agency and functions.
- (c) Client and agency relationship
- (d) Story Board.



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END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY-JUNE 2015

Paper Code: BJMC-206

Subject: Public Relations

Time: 3 Hours

Maximum Marks: 75

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

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

- (a) PRSI
- (b) Marketing PR
- (c) Community Relations
- (d) Need for public relations by educational institutions
- (e) Elements of minutes of the meeting.
- (f) Corporate Advertising



(5x3=15)

Q2 Does public relations mean merely "winning and dining"? Explain the nature and meaning of public relations with the help of James Grunig's models of PR. (15)

OR

Identify the major types of publics in a large multinational corporation. Explain the role of opinion leaders in creating goodwill for a company. (15)

Q3 What are the elements of a news release? Prepare a checklist for writing an effective news release. (15)

OR

Distinguish between a press tour and a press conference. Explain the advantages of organizing a press conference to launch a new service by a telecommunication company. (15)

Q4 Plan a public relations campaign to create unique identity and image for Aam Aadmi Party w.r.t general elections 2014. Identify tools and tactics to roll out the campaign. (15)

OR

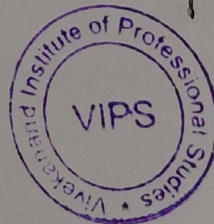
Can public relations help in promoting rural tourism? Explain its role and functions in ensuring inclusive growth and sustainable development. (15)

Q5 How has online social media affected the nature and use of public relations in India? Substantiate your answer with relevant examples. (15)

OR

What is the need and scope of research in PR?

(15)



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END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY-JUNE 2015

Code: BJMC-208

Subject: New Media

Time: 3 Hours

Maximum Marks: 75

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

Write short notes on any five of the following:-

(5x3=15)

- (a) ICT
- (b) URL
- (c) Webpage
- (d) Media Convergence
- (e) Browsers Podcasting
- (f) HTML
- (g) WAN
- (h) TCP/IP



Q2 What do you mean by website? Discuss in detail different types of websites: (15)

OR

Online communication has expanded the horizons of communication across the globe. Justify the statement with your arguments. (15)

Q3 What do you mean by Information Society? Critically analyse the significance of ICT in the developing country like India. (15)

OR

Briefly explain any three from the following:- (15)

- (a) Networking
- (b) ISP
- (c) Video Conferencing
- (d) Video Casting

Q4 Discuss critically the difference between traditional and new media in terms of commercialization and consumption. (15)

OR

Describe emerging trends in mobile technology and social media how both are influencing public opinion? Provide suitable example in support of your argument. (15)

Q5 Describe the various elements and principles of web designing. (15)

OR

Illustrate the need of cyber laws and explain challenges and measures to enforce cyber laws in India. (15)

Q6 How the writing and editing techniques of traditional media are is different from online media. Discuss the do's and don't we need to follow? (15)

OR

Explain the following:- (15)

- (a) Characteristics of internet
- (b) Features of Online communication

Q7 "New Media have changed the way of communication in India". Elaborate with examples. (15)

OR

Describe various types of cybercrime also suggest the cyber security measures to put check upon cybererimes. (15)

Q8 Critically analyse the status of cybercrime in India? (15)

OR

Briefly explain the following:-

- (a) Information Superhighway
- (b) Convergence

(15)



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