Sr. No. of Question Paper : 4150

Unique Paper Code : 62341101

Name of the Paper : Computer Fundamentals (GEC-1.2)

Name of the Course : B.VOC. (CBCS) 2019

Semester : I

Duration : 2 Hours

Maximum Marks : 50

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. **Section A is compulsory.**

3. Attempt any **five** questions form **Section B.**

Section A

1. (a) Give full forms of : (5)

    (i) PC

    (ii) MICR

    (iii) ASCII

P.T.O.

        (iv) EEPROM

        (v) OCR

(b) Define mainframe computer.   (2)

(c) List two uses of the supercomputer.   (2)

(d) What is the purpose of RAM?   (2)

(e) Explain the any two limitations of a Computer system.   (2)

(f) What are the applications of computers in Entertainment Industry?   (2)

(g) 1 Terabyte (TB) = _____ GB = _____ KB. (2)

(h) Give the 2's Complement of 10101010100   (1)

(i) Arrange the following in order of speed and size :

Registers, Magnetic disk, Cache memory, RAM

                          (2)

Section B

2. (a) Differentiate between System Software and Application Software with one example for each.   (3)

(b) What are the components of the computer systems? (3)

3. Perform the following conversions : (6)

   (i) $(BCA)_{16} = (?)_{10}$

   (ii) $(110101011101)_2 = (?)_{16}$

   (iii) $(345)_8 = (?)_2$

4. (a) What is Operating System ? Explain main functions of operating system. (3)

   (b) What is an Optical Scanner? Explain how it works. (3)

5. (a) Write a short note on Plotter. (3)

   (b) What is the use of the Device driver? (3)

6. (a) Perform the following operations :

      (i) Add $(1001100100)_2$ and $(11101001001)_2$. (2)

      (ii) Subtract $(101011111)_2$ from $(11110111)_2$. (2)

(b) Give the difference between Primary memory and Secondary memory.   (2)

7. (a) What is impact printer? Explain any one type of impact printers.   (3)

(b) What is a volatile and non-volatile memory? Explain with help of example.   (3)

8. Write short notes on (Any Two) :   (6)

   (i) Big Data

   (ii) Mobile Computing

   (iii) Data Mining

Your Roll No.

Sr. No. of Question Paper	4151
Unique Paper code	72032801
Name of the Paper	English –A (GEC-1.1)
Name of the Course	B. VOC. (CBCS) (2019)
Semester	I
Duration	3 Hours
Maximum Marks	75

Instructions for Candidate

I.   Write your Roll No. on the top immediately on receipt of this question paper

II. Attempt all questions.

1. Write short notes on any five of the following in not more than 30-40 words. (2x5=10)

(a) Feedback

(b) Word Stress

(c) Proxemics

(d) Grapevine

(e) Diagonal Communication

(f) Wheel Network

(g) Physical Barriers

2. Answer any two of the following:

   (a) The Process or Cycle of Communication.

   (b) The advantages and limitations of Written Communication.

   (c) The seven C's for effective communication.

   (d) Discuss the role of Body Language in Oral Communication with suitable examples.

3. Read the following questions carefully before answering and keep to the point:

   (a) Write a dialogue between the mother and the daughter on the issue of early marriage.

   Or

   Write a dialogue between two friends, one who wishes to go for a movie and the other who wishes to go to the book fair. (5)

   (b) Imagine you are a journalist. Write an interview with your favourite film actor/actress.

   Or

   The area surrounding your college is witnessing water logging problem for the past few weeks, especially during heavy rains. You, as the president of the student union had approached the Secretary of the MCD Department regarding the same. Write an interview that you had taken of the Secretary in this regard. (10)

   (c) Prepare a public speech (150- 200 words) on any one of the following :

   (i) The Importance of discipline in life.

   (ii) The need to educate the girl child. (5)

2

4. (a) Read the passage given below and answer the questions that follow:

Global warming is the gradual heating of Earth's surface, oceans and atmosphere. It has led to severe climatic changes and the environmental changes will ultimately disrupt our lives. It is a very serious problem as rise in temperature will affect every aspect of our life. Not only the earth surface but it has been warming the sea water. The rising temperature of earth surface has been making hot summer days hotter. Rise in the temperature of sea water has led to major changes in the ocean currents which may disrupt the entire marine eco system.

Global warming has been threatening our existence, natural habitats, forests, and even cities. It begins with the greenhouse effect. The greenhouse effect is the natural process that warms the earth's surface. When the Sun's energy reaches the Earth's atmosphere, some of it is reflected back to space and the rest is absorbed and re-radiated by greenhouse gases. Increased carbon dioxide and other greenhouse gases thicken the earth atmosphere which results in rise in temperature of earth surface.

Studies made by the Environmental Protection Agencies reveal that earth's average temperature has risen by 1.4 degrees Fahrenheit over the past century. It is projected that the temperature may rise another 2 to 11.5 degrees Fahrenheit in the next 100 years. Awareness on this issue is a must. It is necessary to make a long term planning and strategy that shall reduce human vulnerability to global warming. It is our responsibility to control it on our own. We can curb the consumption of fossil fuels by using alternate source of energy and protect the forests. This is the time to take action otherwise the human existence will face the most dangerous phase ahead.

(2x5=10)

Questions:

1. What is global warming? What are the consequences of this phenomenon?

2. What are the causes of global warming? How can we control it?

3. Give a suitable title for the passage and justify your answer.

3

4. Give the antonyms (opposite words) of the following

   (a) Protection
   (b) Threaten

5. Find words in the passage that are similar in meaning to the following words:

(a) Knowledge or perception of a situation or fact

(b) Drastically alter or destroy the structure of

(6) Attempt any **one** of the following:

   (i) Using your own words write a summary of the following passage in about 50 words.

Corruption is 'dishonest or unfair conduct by those who are in power'. It includes giving or accepting bribes or inappropriate gifts, double dealing, under-the-table transactions, diversion of funds, and so on. It is the abuse of public resources to enrich or give unfair advantage to individuals, friends, their families, and others. It affects the actual needy persons.It is a menace in all the societies all over the world. The corrupt officials accept bribe and benefit the person(s) who does not deserve the benefit. As a result, the needy persons get affected. The benefit does not reach to them.

Government launches various schemes for the benefit of deprived sections of the society. But corrupt officials do not pass them the benefit. They pass it to the person(s) who offers them bribe. A poor person does not have enough money to offer bribe, hence cannot reap benefit of the scheme. According to one study, only twenty percent benefit reach to the actual needy persons. The eighty percent goes to the pockets of mediators. It widens the gap between the rich and the poor.Corruption is rampant all over. It is difficult to eradicate it from the system. It affects the poor so badly. It is responsible to make the rich more rich and the poor more poor. It is the root cause of poverty.

Or

(ii) What is Translation? Explain two different types of translation with suitable examples.

                          (5)

4

5. (a) Write a letter to the Editor of a newspaper regarding reckless driving by the drivers of DTC buses.

Or

Write a letter to your friend persuading him/her to attend the old student's meet being organised by your college.

(10)

(b) You are the area manager of an electronics manufacturing company. Your company has launched a new Refrigerator two months ago. Write a report outlining the steps to boost the sales of this product.

Or

Recently, your college celebrated its 50th year of foundation with great fanfare. Write a report of the same for your college magazine.

(10)

5

Your Roll No...............

Sr. No. of Question Paper : 4158

Unique Paper Code : 61018314

Name of the Paper : (GEC-3.3) – Life Skills Education

Name of the Course : B.VOC. (CBCS) 2019

Semester : III

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. Section A is compulsory.

3. Attempt any **five** questions from Section **B.**

Section A (25 marks)

1. (a) What do you mean by Life skills? Explain the need of Life skill education in our daily living. (4)

P.T.O.

(b) Define Emotional Intelligence and general intelligence. (3)

(c) List some of the common emotions seen among youth. (3)

(d) Discuss common decision making strategies. (4)

(e) Discuss the various challenges faced by adolescent. (4)

(f) Define the components of problem solving. (4)

(g) List various sources of frustration. (3)

Section B (10×5=50 marks)

2. Communication can be more effective by employing different components of the skill of communication appropriately. Discuss

3. Skills are learned in sequential steps related to the age and stage of development of the young people. Elaborate.

4. The ability to empathise with others is a necessary skill for creating a harmonious and enabling social environment. Comment.

5. Compare and contrast Critical thinking & Creative thinking. Give examples

6. Suggest a few measures that can help in spreading awareness and sensitivity about cultural diversity and gender stereotypes.

7. Enumerate various techniques to enhance creativity.

8. What do the following gestures indicate? Give a reasoned explanation of your interpretation.

   (a) Arms crossed over chest

   (b) Shrug one's shoulders

   (c) Stroking the beard or chin

   (d) Jingling coins in the pocket

   (e) Tapping or drumming the fingers

(200)

[This question paper contains 4 printed pages.]

Sr. No. of Question Paper : 4159

Unique Paper Code   : 61018318

Name of the Paper   : GEC-3.1 Karyalayee Hindi

Name of the Course   : **B.VOC. (CBCS) (Web Designing), 2019**

Semester   : III

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. Attempt **all** questions.

छात्रों के लिए निर्देश

1. इस प्रश्न-पत्र के मिलते ही ऊपर दिए गए निर्धारित स्थान पर अपना अनुक्रमांक लिखिए ।

2. सभी प्रश्न अनिवार्य हैं ।

1. कार्यालयी हिन्दी के स्वरूप पर प्रकाश डालते हुए उसके क्षेत्रों तथा उद्देश्यों को स्पष्ट कीजिए ।

P.T.O.

अथवा

कार्यालयी हिन्दी को परिभाषित करते हुए उसके महत्त्व पर प्रकाश डालिए ।   (12)

2. टिप्पणी को परिभाषित करते हुए उसकी विशेषताओं तथा नमूने की व्याख्या कीजिए ।

अथवा

सामान्य हिन्दी और कार्यालयी हिन्दी को परिभाषित करते हुए अन्तर स्पष्ट कीजिए ।   (12)

3. विज्ञापन से आप क्या समझते हैं उदाहरण सहित समझाइए ।

अथवा

कार्यालय से निकलने वाले पत्रों में किन्हीं तीन की व्याख्या कीजिए ।   (12)

4. प्रारूपण को परिभाषित करते हुए इसके प्रकारों की व्याख्या कीजिए ।

अथवा

संक्षेपण की विशेषता बताते हुए उसकी विधियों पर प्रकाश डालिए ।   (12)

5. किन्हीं तीन पर टिप्पणी लिखिए :   (4×3=12)

    (i) राजभाषा तथा राष्ट्रभाषा

    (ii) परिपत्र

    (iii) आवेदन पत्र

    (iv) पारिभाषिक शब्दावली

6. (क) निम्न पांच पारिभाषिक शब्दों के हिन्दी प्रतिरूप लिखिए :-

                                                              (5)

    Complex, Currency, Dividend, Administrator.
    Chief Minister, Controller, Empire, Epistemology,
    Good will, Honorarium

    (ख) पांच अभिव्यक्तियों का हिन्दी प्रतिरूप लिखिए ।   (5)

    Vice chairman, Army ordnance department,
    Atomic Energy Commission, Central Institute of
    Hindi, Commission for minorities, Press Council
    of India, Regional Rural Bank, Vigilance Officer,
    Rural Programme, Audience, Autograph

    (ग) किन्हीं पांच पद अनुभाग तथा कार्यालयों के नामों का हिन्दी
    अनुवाद कीजिए ।   (5)

                                                          P.T.O.

Action has not yet been initiated, As per details below, Carried forward, Competent authority's sanction is necessary, Issue reminder urgently, Kindly acknowledge, No further action is called for, Please see the Preceding notes, Deduction at source

(200)

Sr. No. of Question Paper : 4161

Unique Paper Code : 61018341

Name of the Paper : (GEC-3.2) – Statistical Data Analysis Using R

Name of the Course : B.VOC. (Web Designing) (CBCS), 2019

Semester : III

Duration : 2 Hours

Maximum Marks : 50

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. All Commands should be written in Software R.

3. All questions are compulsory.

1. Attempt any **four** of the following :   (2½×4=10)

   (i) R can be use as calculator. What you mean by it?

P.T.O.

(ii) Suppose the daily closing price of your favourite stock for two weeks is 45, 43, 46, 48, 51, 46, 50, 47, 46 45, 53, 55, 45, 47. To keep track of this with R using as a vector find the mean and median.

(iii) How can we get previous command or code in R?

(iv) Let the raw data is:

3, 4, 1, 1, 1, 3, 4, 3, 3, 1, 3, 2, 1, 2, 1, 2, 3, 2, 3, 1, 1, 1, 1, 4, 3, 1.

Use the scan function to read in the data and write command in R for Pie chart.

(v) How can we add elements to vector?

2. Attempt any **two** of the following :   (3×2=6)

(i) Explain data Framse in R.

(ii) Define linear regression for two variables (x, y). Write command to obtain regression line.

(iii) Define binomial distribution. If n = 20, p = 0.6, write R command to get 5 successes in 10 trials.

4161   3

3.   Attempt any two of the following :   (5×2=10)

   (i) Create 20 random numbers that are normally distributed with mean 20 and standard deviation 10. Find a 1-sample z-test at the 95% level. Did it get it right?

   (ii) Explain confidence interval estimation. Write commands in R by taking an example to find the 95% confidence interval.

   (iii) An exit poll by a news station of 1000 people in the state of Florida found 540 voting for Bush and 460 voting for Gore. Does the data support the hypothesis that Bush received $p = 50\%$ of the state's vote?

4.   Attempt any **two** of the following :   (7×2=14)

   (i) Define normal distribution. If $n = 900$, mean $= 90$, sd $= 16$, write R command to standard normal $(0, 1)$ and normal $(90, 16)$.

   (ii) Toss a fair coin 50 times (using R). How many heads do you have?

   (iii) Write command(s) in R for followings (a) Range (b) Mean Absolute Deviation.

   (c) Standard deviation (d) Variance

                                             P.T.O.

5. Attempt any two of the following : (5×2=10)

(i) Explain how to measure symmetry in data, write R command(s) as much you can wrire for measuring symmetry in data.

(ii) Explain Boxplots.

(iii) Consider the given data

x	4	6	13	16	12	10	12	5
y	5	4	3	10	5	6	19	20

Using R write programs to a scatter plot of data points (x,y) and correlation between x and y.

(200)

6

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Attempt all questions.

3. All questions carry equal marks.

1. Discuss the various components of GIS with suitable examples.

Or

What do you mean by overlay? Explain the various types and methods of overlay analysis.

P.T.O.

2. Discuss the various segments of GPS and also explain the principles of DGPS.

<div align="center">**Or**</div>

Discuss advantages and limitations of vector and raster data structure in detail.

3. Define land use and land cover mapping? Discuss the various applications of land use and land cover mapping in detail.

<div align="center">**Or**</div>

What do you mean by Editing in GIS? Explain the various methods of Editing.

4. Define Georeferencing. Discuss the significance of Georeferencing in detail.

<div align="center">**Or**</div>

What is map layout? Explain the various elements of Map Layout.

5. Discuss spatial and Non-spatial data structure with suitable examples.

<div align="center">**Or**</div>

Explain how GIS is helpful in forest inventory mapping?

<div align="right">**(200)**</div>

Sr. No. of Question Paper : 4171

Unique Paper Code : 61018527

Name of the Paper : E-Commerce (GEC-5.1)

Name of the Course : B.Voc. (Web Designing) (CBCS), 2019

Semester : V

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. **Section A** is compulsory.

3. Attempt any five questions form **Section B.**

Section A

1. (a) List the advantages and disadvantages of E-Commerce. (2)

   (b) Differentiate E-commerce and E-business. (2)

(c) Explain role of E-commerce in Service Sector.

(2)

(d) What is EDI? Give one advantage of EDI. (3)

(e) Give the uses of smart cards. (2)

(f) What are advantages of E-commerce for consumers? (2)

(g) What is role of Website in serving as market place in E-Commerce? (3)

(h) What is B2G? Explain its various benefits. (3)

(i) What is Cyber Law? Explain its aims. (4)

(j) Define Information Privacy. (2)

Section B

2. (a) What are the different drivers of E-commerce? (5)

(b) Explain the various categories in which E-commerce can be classified. (5)

3. (a) Elaborate the challenges of the design and marketing phase of the online business life cycle. (5)

(b) What are the various properties of money transfer that are being addresses by the ACID test and ICES test? (5)

4. (a) What is e-tailing? What are the different types of e-tailing business models? (5)

(b) What is encryption? How public key encryption is more secure than private key encryption. (5)

5. Briefly explain life cycle for launching E-commerce website. (10)

6. (a) Briefly describe the commonly noticed threats to e-commerce resources. (5)

(b) Explain major provisions contained in IT ACT 2000. (5)

7. (a) What is one to one enterprise? Four Important Steps for Implementing One-To-One enterprise. (5)

(b) What do you mean by e-money? What are the different kinds of e-money. (5)

8. Write a short note on any **two** of the following :

(10)

   (a) Electronic Fund Transfer

   (b) Debit Card

   (c) B2B Marketplaces

   (d) Pure C2B business model

Sr. No. of Question Paper : 4172

Unique Paper Code : 61018528

Name of the Paper : Quality Management (GEC-5.3)

Name of the Course : **B.Voc. (Web Designing) (CBCS), 2019**

Semester : V

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. Attempt All Questions.

Section A

1. Attempt any five : (9×5=45)

(a) What are various factors affecting the quality of a product? Explain the functions of quality control department.

P.T.O.

(b) What is effect of quality on market share? Explain your answer with some suitable examples.

(c) Explain the contribution of Ishikawa. How you will use fish-bone diagram to find the cause(s) for defect(s). Explain with a specific problem.

(d) What is the significance of control chart in managing the quality of a product or service? Explain your answer with suitable diagram.

(e) A mobile manufacturer wants to launch a new model of mobile phone. How house of quality can help the manufacturer? Explain your answer with suitable diagram.

(f) Explain the concept of Quality Circle. Discuss how Quality Circle can be applied in an organization.

(g) Explain the sequential steps involved in ISO 9000 certification of Indian firm, right from application to final certification.

(h) What is the need of Quality audit? Explain the method of conducting the quality audit.

Section B

2. Attempt any **one** :   (6)

   (a) What is the main contribution of Taguchi? Explain Taguchi's Quality Loss Function with some suitable diagram.

   (b) What is meant by cost of Quality? Explain components of cost of Quality.

3. Attempt any **one** :   (6)

   (a) What are the benefits of effective customer service?

   (b) Explain the views of Phillips Crosby towards Quality Management.

4. Attempt any **one** :   (6)

   (a) What is the relation customer satisfaction and customer loyalty?

   (b) State the importance of Customer Focus.

5. Attempt any **one** :   (6)

   (a) Give a detail note on PDCA cycle.

P.T.O.

(b) Explain: Pareto analysis.

6.   Attempt any one :   (6)

   (a) What is TS 16949 certification? How is it different
      from ISO certification?

   (b) How the Quality Assurance is different with
      Quality Control? Explain.

[This question paper contains 4 printed pages.]

Sr. No. of Question Paper : 4148

Unique Paper Code : 61018109

Name of the Paper : Computer Application in Communication and Media Design (GEC-1.3)

Name of the Course : B.Voc. (Printing Technology & Web Designing) (CBCS) 2019

Semester : I

Duration : 2 Hours

Maximum Marks : 50

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. All questions are compulsory.

3. Parts of question must be answer together.

4. Marks are indicated against each question.

SECTION A

1. What are the characteristics of Computer (any five)?

(5)

P.T.O.

OR

What are the five components of computer networks?

2. Define different types of network topologies.   (5)

OR

What are the applications of computer in field of entertainment and medical?

3. Give full forms of the following (Attempt any five) :

                                       $(1 \times 5 = 5)$

    (a) EPROM

    (b) CMI

    (c) CAD

    (d) HTTP

    (e) RAM

    (f) OCR

SECTION B

4. What is accomplished by the MS PowerPoint software? How can this be used as a teaching tool? Drill and practice method.   (10)

OR

What is the purpose of using Adobe Photoshop or Corel Draw software? Name the materials that can be made using this software.

5.   Write a short notes on the following (Any two) :

(5×2=10)

(a) Point to point

(b) Multipoint

(c) Gaming Method

SECTION C

6.   How ICT is effective in management of educational institutions?

(10)

OR

Discuss how colors are represented by a computer system with reference to RGB color space. Explain with an example.

7. Write a short note on the following: Attempt any two. $(2.5 \times 2 = 5)$

(a) ALU

(d) CMI

(b) ICT

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Attempt **all** questions.

1. You have recently got admission in a college. Write a diary entry in about 150-200 words describing your first day in college.

(i)

Your wallet/purse was stolen in the metro. You made a complaint to the manager and the metro police at the next station. Record your experience in the form of a diary entry in about 150-200 words.   (10)

2. Write a paragraph in about 200 words to highlight the problems faced by people who use public transport regularly in Delhi. The paragraph must also contain suggestions for improving public transport services in Delhi.

Or

Write a paragraph, in about 200 words, on the topic "The need to educate the girl child."   (15)

3. Read the following passage carefully and follow the instructions :

Dr. Martin Luther King Jr. was a great leader. He inspired many people. He brought about changes that are important to everyone in the United States. In

fact, he is known around the world and was also awarded the Nobel Peace Prize. He did not believe in segregation, but in unity. He advocated change through peaceful methods because he did not think that violence ever won any long-lasting peace.

Dr. King launched protests through non-violent methodology, organizing civil rights agitations. When he led marches, people were angry, but he remained determined. Even though people kept shouting him down, he kept marching. African-Americans who were afraid to stand up to oppression by White people were encouraged by his example. They started marching with him. Together they would overcome, he promised. Soon, thousands joined his campaigns. He organized boycotts. A boycott means people refuse to shop at a certain place, buy a certain type of product, or avail a specific service. The boycott that Dr. King led was called the Montgomery Bus Boycott. Before the boycott, in 1955, African- Americans could not ride in the front of buses. They had to take seats or stand at the back even if there were available seats at the front of the bus as only the White people could occupy

those seats. The boycott took months but was ultimately successful. They could then sit anywhere on the bus that they wished!

Dr. King was a prolific writer and made passionate speeches that roused his audience. One of his most famous speeches was delivered in Washington DC and is referred to as the iconic "I have a Dream" speech. In it, he urged African-Americans to step forth and take the promise of equality that had been offered in the Constitution of America by the Founding Fathers. Today, the United States celebrates his life with a special holiday every year. Even though Martin Luther King was assassinated for the challenge that he posed and the ideologies that he propounded, his legacy has lived on.

(i) On the basis of your reading and understanding of the passage, make appropriate notes. Use recognizable abbreviations wherever necessary.

(8)

(ii) Write a summary of the passage in about 70 words to bring out the essence. Also add a suitable title to the summary. (7)

4. Write a letter to your younger sister/brother wishing them luck for the upcoming board examination and giving them advice to better their academic performance.

Or

Your best friend, Shweta's birthday is coming soon. Write a letter to another friend, Payal, planning a surprise party for Shweta's birthday. (10)

5. Write a letter to the Municipal Commissioner complaining about the lack of sanitation facilities in your city.

Or

Write a letter to the Principal of your college, requesting permission to miss two months of classes in order to pursue a prestigious internship. (10)

6. Write a film review about a recent English/Hindi film you have seen. Do not forget to mention the cast and director of the film.

Or

You have read an advertisement in Indian Express newspaper, for the position of Personal Assistant to CEO, in M/s Shiva Corporation Ltd. Apply for the position with a proper covering letter and attach your CV/Resume to the letter.   (15)

Sr. No. of Question Paper : 4168

Unique Paper Code : 61018520

Name of the Paper : Print Journalism and Production (GEC-5.1)

Name of the Course : B.Voc. (Printing Technology) (CBCS), 2019

Semester : V

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. Attempt all questions.

3. All questions carry equal marks.

1. What do you understand by specialized reporting? Describe the qualities a correspondent should have for Business Reporting?

OR

P.T.O.

What are the similarities in Parliamentary and Political reporting? How a correspondent can prepare himself/herself for parliamentary reporting?

2. For investigative reporting a journalist should have nose for news. Explain. Give some relevant examples of investigative journalism.

OR

Which methods are applied in sting operations? 'Sting operation is a documentary proof for the reporter'. Explain the statement with suitable examples.

3. Why attractive layout is essential for print journalism? Discuss the principles of layout designing.

OR

What is typography? How is it important for layout designing of a magazine?

4. Which software is generally used for designing the pages of a newspaper? What is the difference between Quark Express and Adobe InDesign?

OR

Which tools are used to edit a photograph? Discuss the characteristic of Adobe Photoshop.

5. Write short notes on any **THREE** of the following :

(a) Photo Selection

(b) Photo Editing

(c) Sting operation

(d) Magazine editing

(e) Role of advanced technology in print media

Your Roll No...............

Sr. No. of Question Paper : 4169

Unique Paper Code : 61018521

Name of the Paper : Media Industry & Management (GEC-5.2)

Name of the Course : B.Voc. (Printing Technology) (CBCS), 2019

Semester : V

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. Attempt all questions.

3. All questions carry equal marks.

4. Answers may be written either in English or Hindi; but the same medium should be used throughout the paper.

छात्रों के लिए निर्देश

1. इस प्रश्न-पत्र के मिलते ही ऊपर दिए गए निर्धारित स्थान पर अपना अनुक्रमांक लिखिए ।

2. सभी प्रश्न अनिवार्य हैं ।

P.T.O.

3. सभी प्रश्नों के अंक समान हैं ।

4. इस प्रश्न-पत्र का उत्तर अंग्रेजी या हिंदी किसी एक भाषा में दीजिए, लेकिन सभी उत्तरों का माध्यम एक ही होना चाहिए ।

1. What do you mean by Media Management? Explain the functions and principles of management.

मीडिया प्रबंधन से आप क्या समझते हैं ? प्रबंधन के सिद्धांतों और कार्यों को समझाइये ।

Or

What does Douglas McGregor's Theory X and Theory Y say about human behavior? Discuss Abraham Maslow's five hierarchy needs.

डगलस मैकग्रेगर की थ्योरी एक्स और थ्योरी वाई मानव व्यवहार के बारे में क्या कहती है ? इब्राहीन मास्लो की पाँच पदानुक्रम आवश्यकताओं की चर्चा करें ।

2. What do you understand by Manufacturing Consent? Explain the five filter elements which have been predicted by Propaganda Model.

विनिर्माण सहमति से आप क्या समझते हैं ? प्रोपेगेंडा मॉडल द्वारा अनुमानित पांच फिल्टर तत्वों को समझाएं ।

Or

What do you mean by Market forces? Explain why and how the performance of media is evaluated.

बाजार की ताकतों से क्या तात्पर्य है ? मीडिया का प्रदर्शन क्यों और कैसे मूल्यांकित किया जाता है ।

3. Discuss the functions and roles of different department of News Organization.

समाचार संगठन के विभिन्न विभागों के कार्यों और भूमिकाओं की चर्चा करें ।

Or

Explain about shift Patterns and Need of Management in detail.

शिफ्ट पैटर्न और प्रबंधन की जरूरत के बारे में विस्तार से चर्चा करें ।

4. What is Media Economics? How Economics is important in media management, explain in detail.

मीडिया अर्थशास्त्र क्या है ? मीडिया प्रबंधन में अर्थशास्त्र किस तरह महत्वपूर्ण है, विस्तार से चर्चा करें ।

Or

What is Strategic Management Planning? Explain the importance of strategic planning.

रणनीतिक प्रबंधन योजना क्या है ? रणनीतिक योजना के महत्व को समझाएं ।

5. Write short notes on any **three** :

किन्हीं दो पर संक्षिप्त टिप्पणी लिखें :

(a) TAM

टैम

(b) Media Ownership Pattern

मीडिया स्वामित्व पैटर्न

(c) HITS

हिट्स

(d) Media Entrepreneurs

मीडिया उद्यमी

(e) Capital inflow

कैपिटल इनफ्लो