

This question paper contains 3 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7450 IC
Unique Paper Code : 11011103
Name of the Paper : INTRODUCTION TO
JOURNALISM
Name of the Course : B.A. (H) Journalism – CBCS
Semester : I
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.

SECTION A (15 Marks)

Define news. Explain the difference between hard news and soft news with examples.

OR

P.T.O.

Highlight the basic components of a news story. Briefly discuss each one of them.

SECTION B (15 Marks)

Explain the skills of writing news with special reference to the principles given by Robert Gunning.

OR

Explain Yellow Journalism. Discuss its impact on the quality of news?

SECTION C (15 Marks)

3. "Accuracy is the watch word while reporting news". Elaborate with appropriate examples.

OR

Explain the sources of news. How are archives important while working on a news story?

SECTION D (15 Marks)

4. Is Citizen Journalism more efficient than other forms of traditional journalism? Explain with examples.

OR

Write a note on media trial with examples from the recent past.

SECTION E (15 Marks)

5. Explain the role of media in a democracy. Also, provide solutions for better functioning of media.

OR

Write short notes on any two :

- (i) Paid News
- (ii) Inverted Pyramid
- (iii) Penny Press
- (iv) Embargo

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7451

IC

Unique Paper Code : 11011108

Name of the Paper : Introduction to Media and
Communication

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

Semester : I

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. All questions are compulsory.
1. The proliferation of internet technologies have expanded as well as limited the possibilities of everyday living and communication. Discuss with reference to the issue of digital divide.

P.T.O.

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OR

Discuss how mobile phones substitute almost all other forms of media in terms of news, entertainment and connectivity. How does this signpost a shift in the creation and reception of media content and form today? Explain with examples. (15)

2. What are the characteristics of mass communication? How is it different from other forms of communication?

OR

Critically analyse the conceptual framework of media as a constituent of the public sphere in liberal democracies. Illustrate how this concept limits and opens up an understanding of critical engagement with the state. (15)

3. What are the key assumptions of the Direct Effects paradigm? Explain the methodological and theoretical limitations of this paradigm.

OR

Explain two-step flow of information. How does this theory explain the impact of media on people? (15)

4. What is Spiral of Silence? Can you explain this concept with any of the recent political issues in India.

OR

Agenda Setting is a useful concept despite its scope being restricted to micro-consequences of media on society. Elucidate with examples. (15)

5. Discuss the performative aspect of the Ritual Model of communication. How relevant is this model in understanding communication? (15)

OR

Write short notes on any two :

(a) Non-Verbal Communication

(b) Libertarian Theory

(c) Cultivation Analysis

(d) Mass Society

(e) Reception Model

(7.5×2=15)

⋮

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7596

IC

Unique Paper Code : 11015102

Name of the Paper : Basics of Journalism

Name of the Course : B.A. (Hons.)/B.Sc. (H)/B.Com.
(H) Journalism : CBCS – Generic
Elective

Semester : I

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. Define news. What are the basic elements of a news story? (15)

OR

What is the significance of attribution in making a news story credible? Explain with examples.

2. What do you understand by tabloid culture? How did it affect the journalism culture since the 1990s in India? Elucidate with examples. (15)

OR

P.T.O.

What are the basic principles of writing a lead in a news story? Discuss with examples.

3. What are the criteria for writing a news story? Discuss in detail the most preferred format followed by newspapers to structure a story. (15)

OR

What are the sources of news? How do journalists ensure the credibility of news sources?

4. Online journalism has developed rapidly in India in the last decade. What is its potential in encouraging free press practices compared to other media. Illustrate with recent examples. (15)

OR

Write a news story for a newspaper on any **ONE** of the following, not exceeding 500 words :

- (a) The Murder of Journalists in India
(b) Blue Whale Challenge

5. Do you think media prioritizes ethical approach in its functioning today? Discuss various factors that challenge media ethics. (15)

OR

Write short notes (**any TWO**) (7.5×2=15)

- (a) Hard news
(b) Role of media in a democracy
(c) Objectivity
(d) Embargo
(e) Citizen Journalism

(500)

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1875

Unique Paper Code : 101311

Name of the Paper : Broadcast Media

Name of the Course : B.A. (Hons.) Journalism, 2018

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. All questions carry equal marks.
3. Attempt any Five questions.

1. What do you understand by the term Sound Scape? Elaborate on basic characteristics of radio as a medium?
2. Explain how a TV Image is formed? Elaborate on the process of Digital Image formation.
3. Explain different types of camera shots and movements. Explain why Visual Grammar is essential for television production?

P.T.O.

4. Elaborate on various elements of Radio News Bulletin. Write a Radio News Story script on any one of the following :
- (a) Pollution in Delhi
 - (b) Anti-Ragging
5. Mention different types of camera lenses with their features. How do their visualisation differ from each other?
6. Write short notes on any **TWO** :
- (a) Anchor Link & PTC
 - (b) 24 Hours News Format
 - (c) Electronic News Gathering (ENG)
7. In your view can AIR & DD News be called as the Voice of India? Justify.
8. Do you think the Indian News Media is facing a crisis of credibility? Comment.

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7501

IC

Unique Paper Code : 11011301

Name of the Paper : Introduction to Broadcast Media

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

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. All questions carry equal marks.
3. Attempt all FIVE questions.

1. What do you understand by the term Sound Design? Elaborate on different sound recording techniques.

OR

Explain the directional response, characteristics and working of the following microphones –

(a) Lapel Microphone

(b) Gun Microphone

2. Define visual culture. Explain the impact of visuals in shaping the contemporary news culture.

P.T.O.

OR

Do you think the Indian News Media is facing a crisis of credibility? Comment.

3. Explain the working of a Radio News Room. Also diagrammatically illustrate a radio news recording studio with required equipments.

OR

Write a television news script using split page format on any **one** of the following :

- (a) Are Godmen above the Law?
- (b) Is Mob Lynching India's new war within?

4. Explain the types of camera shots and movements that form a visual grammar.

OR

How does the 180 degree axis rule help in maintaining continuity? Briefly explain the other methods to maintain continuity in television.

5. Write short notes on **any TWO** :
- (a) AIR & DD News - Voice of India?
 - (b) 24 Hours News Format
 - (c) Electronic News Gathering (ENG)
 - (d) Elements of TV news story

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7502

IC

Unique Paper Code : 11011304

Name of the Paper : History of the Media

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

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** the questions.
3. **All** questions carry equal marks.

1. What do you understand by print revolution? How did it herald a new age of modernity in the society? (15)

OR

Sketch the history of Indian Journalism from Hicky's Gazette to the time of Independence. (15)

2. Trace the development of yellow journalism in the late 19th century in the United States of America. (15)

OR

How did the imposition of emergency in 1975 violate the freedom of the press? What was Indian media's response to the same? (15)

P.T.O.

3. What were the reasons for the demand of autonomy for All India Radio and Doordarshan? Has Prasar Bharati ushered in the autonomy for AIR and DD? (15)

OR

The privatization of FM Broadcasting has proved to be controversial. What are the pros and cons of private broadcasting? (15)

4. What were the daguerrotypes? Trace the evolution of photography before and after the daguerrotypes. (15)

OR

The 1950s and 60s are nostalgically remembered as the golden era of Bombay cinema. Discuss the contribution that the leading actors and directors made during this period. (15)

5. Explain how television was instrumental in the state's developmental agenda during the post-independence years with specific reference to the SITE and Kheda projects. (15)

OR

Write short notes on any **three** of the following :

- (a) Telegraph
- (b) Lithography
- (c) Gramophone
- (d) Press Commission of India
- (e) Commercialization of Indian television (5×3=15)

(400)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7503

IC

Unique Paper Code : 11011307

Name of the Paper : ADVERTISING AND PUBLIC
RELATIONS

Name of the Course : B.A. (Hons.) JOURNALISM

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 five questions.
3. All questions carry equal marks.

1. Explain the concept of Advertising and describe its functions. What are the positive and negative aspects of advertising?

Or

Discuss in detail the ethical aspects of Advertising with relevant examples. Highlight some of the contemporary trends in advertising. (15)

2. What do you understand by the term Marketing Mix? Describe in detail the stages of segmentation, target marketing and positioning for an effective marketing plan.

Or

Elucidate the organisational structure of an advertising agency by highlighting the role of each department of the ad agency. (15)

3. Explain the concept of Public Relations and its significance? What are the principles and tools of Public Relations?

Or

What is the role of PR in Crisis Management? Compare the PR strategies of any two brands in the way they handled a crisis. (15)

4. Discuss the major features of Integrated Marketing Communication? What points should be kept in mind to ensure that IMC is an effective marketing strategy?

Or

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

- (a) Digital advertising
- (b) Creativity in advertising
- (c) Maslow's hierarchy of needs
- (d) Government publicity
- (e) Relationship marketing
- (f) Propaganda
- (g) House journal

(5×3=15)

5. What are the platforms of social media available to advertisers? What are the ways to develop an effective marketing strategy for the social media?

Or

Explain the stages involved in developing an advertising campaign. Plan an advertising campaign for promoting any social message of your choice. (15)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7684 : IC
Unique Paper Code : 12033902
Name of the Paper : ENGLISH LANGUAGE
TEACHING
Name of the Course : B.A. (Hons.) English: CBCS
SEC
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. There are two compulsory Sections A and B.
3. Both questions from Section A are to be attempted.
4. Any three questions from Section B are to be attempted.
5. All questions in both sections are of 15 marks each.

SECTION – A

1. Write short notes on any five of the topics given below : (3×5=15)

P.T.O.

- (a) High Order Thinking Skills
- (b) Differences between ESP and EAP
- (c) Morphology
- (d) Differences between free and bound morphemes
- (e) Difference between Summative and Formative Assessment
- (f) Washback Effect
- (g) Explain the Direct Method of Language Teaching
- (h) Explicit versus implicit teaching and learning
- (i) Explain the acronym 'CALL'
- (j) The Post-Communicative approach to language teaching

2. Answer any **one** of the following : (1×15=15)

- (a) What are the various approaches and methodologies adopted by a teacher for a language teaching class?
- (b) Explain the three domains of educational learning in Bloom's Taxonomy.
- (c) What is a 'heterogeneous task'? Explain the main characteristics of a good task.

SECTION – B

Answer any three questions.

(3×15=45)

3. Device an activity to cope with the problems of shyness, inhibition and low participation of individuals in the class.
4. Students at the intermediate level have been asked to write and promote “Swachh Bharat Abhiyan”. Create a word splash using key words/phrases to help them complete the task.
5. Device a task for class eight students to teach them listening comprehension skills.
6. Prepare a questionnaire for adolescent learners to find out what motivates them and helps them concentrate in class.
7. Design a class test to assess speaking skills of learners for class ten.
8. Plan two activities integrating reading and writing skills. Use the given passage below :

You know that I once wrote a book called “The Discovery of India”. I was engaged in that quest long before I wrote that book. It was not mere curiosity

P.T.O.

that led me to that quest. I was engaged in many activities and I wanted a proper reconciliation between my activity and my thought. Thought without action is abortion. Action without thought is folly. Of course, we sometimes act on some impulse or irrepressible urge. If suddenly you throw a brick at me and my hand goes up to protect myself, it is an automatic, instinctive action and not a result of deliberate thought. Our living is conditioned by a series of automatic actions from morning till night. Anything we do outside that common range of actions, however, has to be preceded by some measure of thinking. The more action and thought are allied and integrated, the more effective they become and the happier you grow. There will then be no inner conflict between a wish to do something and inability to act, or between thinking one way and acting in another. The happiest man is he whose thinking and actions are coordinated.

That is how I came to write "The Discovery of India". And before that, I wrote my autobiography, which again was an attempt to fix myself in the context of the Indian struggle. Actually, the book was more about the struggle in India than about myself. Of course, I was naturally a kind of central figure from my point of view as everybody is from his point of view. Then I wanted a larger canvas to think about and I wrote 'Glimpses of World History'.

— Jawaharlal Nehru

(600)

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7695

IC

Unique Paper Code : 11013301

Name of the Paper : Radio Production

Name of the Course : B.A. (Hons.) JOURNALISM :
CBCS - SEC

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 **five** questions.
3. **All** questions carry equal marks.

1. Describe the elements of radio interview. What are the different types of radio interviews? (15)

OR

What is the importance of PSA in radio? Write PSA scripts on any one of the following :

- (i) Water conservation
- (ii) Child abuse
- (iii) Human rights violation

P.T.O.

2. Write a radio feature on any **one** :

(i) Historical monuments in Delhi

(ii) Street vendors

(15)

OR

What are the steps involved in producing a radio documentary?

3. Elaborate on the roles and responsibilities of personnel involved in radio production process. (15)

OR

How can you make the best use of sound in radio production? Give examples from production stages.

4. Describe the types of microphones used in radio production (15)

OR

Explain the working of a radio production studio.

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

(i) Digital Audio Workstation

(ii) Radio Jingle

(iii) Importance of editing

(iv) Echo and reverberation

(7.5×2=15)

(400)

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7797

IC

Unique Paper Code : 11015301

Name of the Paper : GE – Film Appreciation

Name of the Course : BA (H)/B.Sc. (H)/B.Com. (H)
Journalism – CBCS – GE

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. All questions are compulsory.
3. All questions carry equal marks.

1. Film Noir was considered as an immensely creative form in Hollywood. Critically comment.

Or

How the feminist film theory presents a critique of the dominant way of understanding cinema?

2. Discuss the key features of Italian Neorealism with examples.

Or

P.T.O.

Elaborate on the characteristics of German Expressionism with suitable examples.

3. Discuss third cinema and how this film movement differentiates itself from first and second cinema?

Or

Examine the work of Satyajit Ray as an Auteur.

4. Write briefly on any **three** of the following :

- (a) Long Take
- (b) Mise-en-scene
- (c) 180 Degree Rule
- (d) Diegetic Sound
- (e) Plot and Story
- (f) Early cinema

5. The multiplex culture has space for particular genre of films. Comment.

Or

Write short note on **any 2** of the following :

- (a) Guru Dutt
- (b) Use of silence
- (c) French new-wave
- (d) Non-fiction cinema

(500)

[This question paper contains 3 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7894

IC

Unique Paper Code : 11011502

Name of the Paper : GLOBAL MEDIA AND POLITICS

Name of the Course : B.A. (Hons.) JOURNALISM –
CBCS

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 five questions.
3. All questions carry equal marks.

1. The NWICO debates were rooted in the structural inequalities of international news and information flows. Justify the demand of the third world countries for a NWICO citing suitable examples. (15)

OR

P.T.O.

“The Nazis orchestrated a massive propaganda campaign to win the loyalty and cooperation of Germans”. Discuss the various propaganda techniques employed by the Nazi regime.

2. Highlight the role of the media in the conflicting ideological clashes that took shape during the Cold War. (15)

OR

Critically evaluate the reportage and analysis of the ideological assumptions of the 9/11 attack by the US media.

3. Is Embedded Journalism the standard method for war reporting? Discuss using specific examples. (15)

OR

Map the rise of Al-Jazeera as an international news channel. Critically evaluate the programming and reportage of the channel in tune with its policy of “the opinion and its opposite”.

4. Highlight the emergence of journalistic practices in international conflict reporting during the wars in the Gulf post 1990. (15)

OR

“The fear of western hegemony has driven cultures towards hyper-nationalism and xenophobia”. Discuss hybridization of culture as a counter argument in light of this statement.

5. Use Gramsci's idea of hegemony, intellectuals and civil society to explain the dynamics of global cultural flows in the current global world. (15)

OR

Write short notes on any two of the following :

- (a) Vietnam War
- (b) Radio Liberty
- (c) Vertical flows in news
- (d) McCarthyism
- (e) Peter Arnett Controversy

(7.5×2=15)

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7919 IC
Unique Paper Code : 11011505
Name of the Paper : Advanced Broadcast Media
Name of the Course : BA (Hons.) Journalism : CBCS –
DSE I
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. All questions carry equal marks.
3. Attempt all FIVE questions.

1. Define participatory communication. What is the role of participatory communication in creating equality and plurality of media access?

OR

Critically examine any ONE of the Public Service Broadcasting models.

(a) Netherland

(b) Britain

2. Do you think private broadcasting networks should have a responsibility towards public good? Argue with examples.

P.T.O.

OR

What is the role of government policy in the growth of public service broadcasting networks? Critically examine the growth of commercial radio in India keeping government policy in mind.

3. Critically examine the nature and growth of the Indian soap opera. What role does it play in creating the contemporary social fabric?

OR

'Reality TV is not always reap. Elaborate on the statement in the context of the Reality TV format in India.

4. Differentiate between radio jingle and PSA. Write a radio PSA script on any **One** of the following –
- (a) Climate Change
 - (b) Swachh Bharat
 - (c) Gender Equality

OR

What are the various elements deployed in a radio magazine?

5. Write short notes on any **two** of the following :
- (a) Campus Radio
 - (b) Hybridisation in TV genre
 - (c) All India Radio
 - (d) Community Radio

(400)

[This question paper contains 3 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 8006

IC

Unique Paper Code : 11017508

Name of the Paper : Media Gender and Human Rights

Name of the Course : B.A. (Hons) – Journalism – CBCS – DSE I

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. All questions are compulsory.

1. How are cultural rights related to communicative rights? Discuss with suitable examples of various social identities in India.

Or

The phenomena of fake news and alternative facts has reshaped the relationship between the individual and the media in a democracy. Examine this statement.

(15)

P.T.O.

2. Web series produced by online video streaming websites push the envelope in terms of representation of gendered relationships vis-a-vis programmatic television content. Discuss critically with relevant examples.

Or

‘The narrative of *Boys Don't Cry* challenge heteronormativity and heterosexed narrative.’
Comment. (15)

3. How has emergence of the postcolonial mediatised national public sphere mobilised citizenship and shaped discourse on contemporary issues. Use relevant examples to support your arguments.

Or

Television is an important medium of socialization. Do contemporary Indian soap operas challenge traditional gender norms and raise gender issues? Discuss critically. (15)

4. Sports journalism has hitherto been a male bastion. Discuss the contemporary developments in the field with reference to women's participation in writing and reporting on sports. (15)

Or

Write short notes on any two :

(a) Intersectionality

(b) State and Human Rights

(c) Critique of Radical Feminism

(d) Local journalism (7.5×2=15)

5. What was the initial conception of Human Rights? How has that transformed with the inclusion of social and cultural rights? Discuss with examples.

Or

Reporting on Human Rights violations is influenced by many factors. Discuss the representation of the Rohingya Refugee crisis in the Indian Media. (15)

This question paper contains 2 printed pages]

Roll No.

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S. No. of Question Paper : 8175

Unique Paper Code : 11017510 IC

Name of the Paper : Photography (Discipline Specific Elective)

Name of the Course : B.A. (Hons.) Journalism–CBCS : DSE-2

Semester : V

Duration : 3 Hours

Maximum Marks : 75

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

Attempt all questions.

All questions carry equal marks.

1. Define photography. Trace the historical evolution of the photographic process from the camera obscura to the daguerrotypes. 15

Or

Explain in detail the silver halide process employed in film photography.

2. What is a light meter ? Discuss the importance of different kinds of light meters used in photography. 15

Or

Exposure is the most critical aspect in photography. Discuss the factors that influence exposure.

P.T.O.

3. Discuss the principal characteristics of light. How does it affect outdoor photography ? 15

Or

What is the difference between hard light and soft light ?
What are the accessories used to convert hard light to soft light ?

4. What is digital photography ? Explain how an image is formed in the digital process.. 15

Or

Distinguish between digital editing and manipulation. Substantiate with examples the ethical concerns of digitally manipulating an image.

5. What is photojournalism ? Briefly trace its history in the Indian context by citing examples of key contributions made by Indian photographers. 15

Or

Discuss the differences between any *three* :

- (a) F-stop and T-stop
- (b) Focal Plane Shutter and Leaf Shutter
- (c) Depth of Field and Circles of Confusion
- (d) CCD and CMOS
- (e) JPEG and TIFF.