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S. No. of Question Paper : 6468

Unique Paper Code : 2032181201

Name of the Paper : Reporting and Editing for Print

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

Semester : II

Duration : 3 Hours

Maximum Marks : 90

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

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer *all* the questions in Part A

and any *three* questions in Part B

Questions in Part A carry 10 marks each

and questions in Part B carry 20 marks each.

Part A

1. Evaluate the key professional qualities of a reporter.

Or

Discuss various types of journalistic feature stories, highlighting their purpose and relevance in contemporary media.

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P.T.O.

2. Describe the organizational structure of a newspaper. Explain the roles of key departments involved in its functioning.

Or

What are the fundamental principles of editing in journalism ?

3. Examine the significance of community newspapers in strengthening grassroots journalism.

Or

What are tabloids ? How do they differ from broadsheet newspapers in terms of content and presentation ?

Part B

4. Explain the structure of a news story with special emphasis on the lead. Discuss the importance of a good lead and analyse different types of leads used in journalistic writing.

Or

Explain the key steps involved in conducting a journalistic interview — from research and preparation to execution.

5. In the age of digital media and citizen journalism, critically evaluate whether the traditional structure and functions of editorial and op-ed pages in newspapers continue to hold relevance.

Or

Describe the structure of the editorial department in a newspaper. Explain the roles and responsibilities at each level.

6. In an age of information overload, how can journalists and media organizations combat the spread of fake news while maintaining public trust and freedom of expression ?

Or

In the race for TRPs and clicks, how have sensationalism and voyeurism compromised journalistic values ? Discuss with examples

7. With the rise of digital media, is print media becoming obsolete or evolving ? Critically examine the strengths and limitations of both mediums in the current media ecosystem.

Or

Write notes on any *two* :

- (a) City Reporting
- (b) Headlines
- (c) Media Trial.

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Roll No.

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S. No. of Question Paper : 6501

Unique Paper Code : 2032181202

Name of the Paper : Advertising and Public Relations

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

Semester : II

Duration : 3 Hours

Maximum Marks : 90

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

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer *All* the questions in Part A and
any *three* questions in Part B.

Questions in Part A carry 10 marks each and questions in
Part B carry 20 marks each.

Part A

1. How does advertising inform, persuade and remind consumers and what impact does it have on brand awareness and sales ?

Or

In the context of a market economy, how does advertising influence consumer demand and what are the economic implications of advertising on businesses, industries and the overall economy ? Discuss briefly.

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2. How do digital influences impact consumer behaviour, and what strategies do brands use to partner with them for effective marketing ?

Or

What is content marketing ? Discuss the ways in which marketers can create effective content marketing strategies.

3. How do PR strategies help organizations manage and recover from crises and what role does effective crisis communication play in maintaining stakeholder trust ?

Or

What are some common ethical dilemmas faced by PR professionals and how can they balance organizational interests with social responsibility and transparency ?

Part B

4. How does Maslow's Hierarchy of Needs model explain the progression of human motivations and what implications does this have for understanding consumer behaviour and developing effective marketing strategies ?

Or

What are the key stages involved in campaign planning, creation and production and how do marketers ensure effective coordination and execution across multiple channels and stakeholders to achieve campaign objectives ?

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5. How do Digital, Social and Interactive media platforms influence advertising strategies and what are the key benefits and challenges of using these channels to reach target audiences and measure campaign effectiveness ?

Or

What are some common measurement strategies used to evaluate the effectiveness of marketing campaigns and how can marketers accurately calculate return on investment (ROI) to inform future marketing decisions and optimize budget allocation ?

6. Who are the key publics in public relations and how do organizations identify, engage and build relationships with these diverse stakeholder groups to achieve their communication objectives ?

Or

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

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7. What are some key ethical considerations and regulatory frameworks that govern advertising practices and how do they impact the development and dissemination of advertisements to ensure consumer protection and fair competition ?

Or

How do political leaders and election campaigns leverage public relations' strategies to shape public opinion, build credibility and win votes ?

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[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6017

J

Unique Paper Code : 2032182401

Name of the Paper : Conflict and War Reporting
(DSC)

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

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

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

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PART A

1. What are the key features of war journalism?

Or

What are challenges a war correspondent has to face while reporting war?

2. Explain hybrid warfare with suitable examples.

Or

Briefly discuss the changing nature of war reporting in a 24×7 news era.

3. With the coming of new technologies fake news can be easily circulated online. How does this impact war reporting?

PART B

Answer any **THREE** questions (3×20=60 marks)

4. What is a risk society? How has the advent of information technologies produced new challenges in the lives of war correspondents?

Or

Explain the concept of information warfare. How is information warfare used by nations to influence public opinion?

5. Do you think war reporters frame their story in harmony with the political environment of their respective nation? Discuss in the narrative-building in war reporting.

Or

With advent of advanced new technologies better modern warfare has continuously evolved. Discuss the contemporary warfare strategies in regard to the Ukraine -Russian conflict.

6. Why are accuracy, objectivity and credibility considered crucial values in war reporting?

Or

Discuss the various strategies of information warfare with specific examples.

7. Many media organizations have been reluctant to assign women for war reporting. How do you see this in reference to gender parity and specific challenges faced by women during war reporting?

Or

What do you understand by conflict sensitive reporting? Discuss with relevant examples.

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S. No. of Question Paper : 6078

Unique Paper Code : 2032182402

Name of the Paper : Multimedia Journalism

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

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

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

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer all the questions in Part A and

any three questions in Part B.

Questions in Part A carry 10 marks each and questions in

Part B carry 20 marks each.

Part A

1. Discuss the development of multimedia journalism and its impact on traditional newsrooms.

Or

Explain the features and elements of multimedia journalism with examples.

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2. What are the stages involved in the multimedia production process in a newsroom ?

Or

Discuss the step-by-step process of designing and launching a multimedia news website.

3. Define multimedia documentary. How does it differ from traditional documentary formats ?

Or

Discuss the importance and use of photo, audio and video production tools for online platforms.

Part B

4. Elaborate on the significance of multimedia skills in contemporary journalism. How do these skills influence writing and editing for the web ?

Or

Evaluate the role of preserving privacy and multicultural sensitivity in a digital newsroom.

5. Critically examine the process of planning and executing a multimedia news story from research to storyboarding.

Or

Evaluate how emerging forms of journalism—such as blogs, social media platforms, citizen journalism and news applications—are reshaping traditional news values and audience expectations.

6. What is social media integration ? Discuss the various tools and techniques of social media integration used in enhancing user engagement and content reach in multimedia journalism.

Or

Explain how User-Generated Content is integrated into multimedia storytelling. Illustrate the various forms it takes and the techniques used for its effective incorporation.

7. Write notes on any *two* :

- (a) Web interview
- (b) Multimedia narrative
- (c) Photo Editing.

Or

Critically examine the use of social media as a tool for news reporting. How does it influence news gathering, verification and dissemination ?

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S. No. of Question Paper : 6134

Unique Paper Code : 2032182403

Name of the Paper : Broadcast Production

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

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

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

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer all the questions in Part A and any *three* questions in Part B.

Questions in Part A carry 10 marks each, and questions in Part B carry 20 marks each.

Part-A

1. Discuss the structure and functions of a private broadcast channel.

Or

Write in detail the broadcasting codes for public service broadcasting in India.

2. With the help of examples, explain how radio and television channels use social media platforms.

Or

Discuss the evolution of Indian reality television genre. Give examples.

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3. Explain the production process of a Radio magazine with the help of suitable examples.

Or

Briefly describe the concept of reconstruction in news-based programming.

Part-B

4. Discuss in detail the laws and policies pertaining to public service broadcasting in India.

Or

Briefly discuss the public service broadcasting model in Britain.

5. Trace the growth of soap operas from the advent of the Indian television industry to the contemporary age of the internet.

Or

Discuss the techniques and various elements of an interview. Write *five* questions for an interview with a sports personality.

6. What is PSA ? Write a script for a PSA on animal rehabilitation.

Or

How has the use of ENG and EFP impacted the production process of news gathering on television ? Explain with the help of examples.

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7. Do you think radio is a relevant medium in the Indian context ? Support your arguments with suitable contemporary examples.

Or

What is the impact of the Internet and mobile devices on radio and TV industry ? Support your answer with the relevant examples.

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S. No. of Question Paper : 6413

Unique Paper Code : 2033182011

Name of the Paper : Introduction to Media and Politics

Type of the Paper : DSE

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

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

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

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer *all* the questions in Part A

and any *three* questions in Part B.

Questions in Part A carry 10 marks each and

questions in Part B carry 20 marks each.

Part A

1. In the context of political communication, how do politicians use social media platforms to shape public opinion and influence electoral outcomes ?

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Or

Analyse the complex relationship between religion and politics in India, highlighting how religious identities and ideologies influence electoral outcomes and policy decisions.

2. What is packaging politics and how does it impact political campaigning and election outcomes ?

Or

How do politicians utilize language as a tool to shape public opinion, influence voter attitudes and advance their agendas ?

3. Discuss the use of emotional appeals in political advertising with suitable examples.

Or

How do social movements utilize language and rhetoric to mobilize support and exacerbate polarization ? What are the implications of this for democratic discourse and societal cohesion ?

Part B

4. Discuss the strategies that can be employed to promote greater representation and inclusion of women in political leadership.

Or

How do cultural identities, values and practices shape political attitudes, behaviours and outcomes and what are the implications for democratic governance and social cohesion in diverse societies ?

5. What are common rhetorical strategies to shape public opinion, influence voter attitudes and advance agendas ? Discuss with relevant examples.

Or

What strategies can be employed to promote fact-based reasoning and critical thinking in the face of misinformation and disinformation in politics ?

6. How do social media platforms shape political engagement, influence public opinion and impact civic participation ?

Or

How is AI being used in politics and what are the potential implications for democracy and civic engagement ?

7. How do comedians, satirists and politicians use humour to critique power and shape cultural narratives ?

Or

Examine the complex relationship between politics and media, discussing how media shapes public opinion, influences political discourse and impacts the exercise of power.

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Maximum Marks : 90

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2. Discuss the use and relevance of social media in journalism, with special reference to its role as a news aggregator.

Or

Explain the concept of crowdsourcing. Discuss its advantages and disadvantages with suitable examples.

3. Select a brand or campaign of your choice and critically analyze how it used social media marketing strategies to build engagement, visibility and conversion.

Or

Write short notes on any two :

(a) Cultural Polarisation

(b) Social Network Sites

(c) Role of Social Media in Democracy.

Part B

4. Critically evaluate how social media has transformed the relationship between governments and citizens in the digital age.

Or

Analyze the concept of virtual identity in today's digital age. Address how it is constructed, manipulated and perceived across online platforms.

5. Social media can amplify marginalized voices, but it can also reinforce echo chambers and misinformation. Evaluate the challenges and opportunities of social media activism in diverse societies.

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Or

Define microblogging and explain its role in modern communication. Discuss how platforms like Twitter have influenced news dissemination and public opinion through microblogging.

6. In an era of real-time communication, how does effective social media management influence the credibility and public perception of organizations ?

Or

Discuss the key metrics used in social media audience measurement. How do these metrics help organizations evaluate the effectiveness of their social media strategies ?

7. Write notes on any *two* :

- (a) Social Media Marketing
- (b) Hash-tag Activism
- (c) Social Network sites and Logistics of Interaction.

Or

Explain various theories of social media and discuss how these theories help in understanding the impact of social media on communication and society.

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S. No. of Question Paper : 6106

Unique Paper Code : 2032183602

Name of the Paper : Introduction to Cinema Studies

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

Semester : VI

Duration : 3 Hours

Maximum Marks : 90

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

This question paper contains 2 parts.

Both parts are compulsory.

Candidates have to answer ALL the questions in Part A and
ANY THREE questions in Part B.

Questions in Part A carry 10 marks each and questions in Part B
carry 20 marks each.

Part-A

Short notes : (3×10=30 marks)

1. Explain the difference between *story*, *plot* and *screenplay* with relevant examples.

Or

Write short notes on any two :

- (a) Deep Focus
- (b) Continuity Editing
- (c) Male Gaze.

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2. Discuss the contribution of Lumière Brothers and Edison to early cinema.

Or

What is *Third Cinema* ? Discuss with the help of relevant examples.

3. How does the use of color function as a stylistic and emotional element in cinema ?

Or

How has globalization influenced the themes and production of Indian cinema ? Discuss with suitable examples.

Part-B

Long Answer Type Questions : (3×20=60 marks)

4. How did Italian Neorealism capture the social and economic realities of post-World War II Italy ? Discuss with appropriate examples.

Or

How does Alfred Hitchcock use long takes, point-of-view shots and mise-en-scene to create tension and suspense in the film *Rear Window* ?

5. Discuss the historical and cinematic significance of Dziga Vertov's *Man with a Movie Camera*.

Or

Discuss Eisenstein's montage techniques with relevant examples.

6. Discuss how realism is used in contrast to stylization in different film movements.

Or

How did the French New Wave change the idea of editing and storytelling ?

7. Describe the characteristics of Indian New Wave Cinema with reference to any *one* of the following :

(a) *Nishant*

(b) *Aakrosh*.

Or

What role did Indian cinema play in shaping and reflecting the country's struggle for independence during the pre-independence era ?

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S. No. of Question Paper : 6161

Unique Paper Code : 2032183603

Name of the Paper : Media Industry and Management

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

Type of the Paper : DSC

Semester : VI

Duration : 3 Hours

Maximum Marks : 90

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

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer all the questions in Part A and
any three questions in Part B.

Questions in Part A carry 10 marks each and questions in
Part B carry 20 marks each.

Part-A

1. Write short notes on any two :

- (a) TAM
- (b) Defamation
- (c) Personnel Management
- (d) Community Radio.

Or

What differentiates media products from other industries ? Discuss the peculiar characteristics of media organizations.

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2. Discuss the emergence of independent news media outlets in India.

Or

Discuss the fundamentals of strategic management and marketing with special emphasis on news media production and dissemination.

3. Discuss personnel management especially with reference to hiring and managing of human resource in media industries.

Or

What is the role played by changing ownership patterns and market forces on content production in the media ?

Part-B

4. Write long notes on any *two* :

- (a) Fundamentals of Management
- (b) Manufacturing Consent
- (c) Paid News
- (d) Political funding of media organizations.

Or

Discuss the various management schools of thought and their applicability in the media industry.

5. Critically discuss the field of media economics and its relevance in evaluating media organizations.

Or

How has the corporatization of capital inflow in the media shaped news media organizations' production and distribution of news ?

6. Discuss the rise and popularity of regional OTT platforms vis-à-vis mainstream streaming platforms.

Or

Critically evaluate the challenges faced by the regional print media in India.

7. Discuss the rise of social media as an alternative news media platform.

Or

What are the management challenges posed by lobbying and pressure groups on media organizations ?

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S. No. of Question Paper : 6289

Unique Paper Code : 2033180019

Name of the Paper : Research Methodology for Media

Type of the Paper : DSE

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

Semester : VI

Duration : 3 Hours

Maximum Marks : 90

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

This question paper contains 2 parts.

Both parts are compulsory.

Candidates have to answer *all* the questions in Part A and

any *three* questions in Part B.

Questions in Part A carry 10 marks each and

questions in Part B carry 20 marks each.

Part A

1. Define basic and applied research. Explain their relevance in media studies.

Or

What are concepts and constructs ? Differentiate between independent and dependent variables with examples.

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2. Explain the importance of sampling in media research. Briefly discuss any *two* sampling methods.

Or

What is the significance of qualitative techniques in media research ? Describe any *two* such techniques.

3. What do you understand by media and the senses ? How does this concept shape media research ?

Or

Explain the role of citations and bibliography in academic writing.

Part B

4. Describe in detail the steps involved in conducting media research from topic selection to results presentation.

Or

Critically examine the ethical perspectives in mass media research. Why is replication important ?

5. Discuss the differences between probability and non-probability sampling methods. Illustrate with suitable examples.

Or

Write a detailed note on quantitative and qualitative techniques in media research, highlighting their applications and limitations.

6. Explain the representational approach in media research. How is it applied in the study of contemporary media ?

Or

What is discourse analysis ? Discuss its significance and method with an example from media research.

7. Design a research proposal for a study on the portrayal of gender in digital advertising. Include sampling, tools and methods.

Or

How would you conduct a readership survey for a digital magazine ? Explain your design, tools and approach in detail.