

Exam Code: 108704
(20)

Paper Code: 4140

Programme: Bachelor of Arts (Journalism & Mass Communication)
Semester-IV

Course Title: Media: Business Communication

Course Code: BJML-4311

Time Allowed: 3 Hours

Max Marks: 60

Note: Attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Section-I

1. What do you mean by Communication? Explain its functions in a Business Organisation.
2. Explain Process of Business Communication with suitable diagram.

Section-II

3. Discuss the term Mass Communication in detail.
4. What do you know about verbal and non-verbal communication? Explain its significance in any business house.

Section-III

5. What is Letter writing? Discuss various important Principles of Letter writing.
6. Which are the various things should be kept in mind while preparing a good resume?

Section-IV

7. Why manners and Etiquettes are required in any profession?
8. How Communication can help in crisis management of any organisation?

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Paper Code: 4141

**Programme: Bachelor of Arts (Journalism and Mass
Communication) Semester-IV**

Course Title: Programme Formats: Radio and TV

Course Code: BJML-4312

Time Allowed: 3 Hours

Max Marks: 60

**Candidates are required to attempt five questions,
selecting at least 1 question from each section. The fifth
question may be attempted from any section. Each
question is of 12 marks.**

Section -I

1. What are the basic fundamentals of writing for Radio?
2. Discuss the following in detail:
 - (a) Radio News
 - (b) Phone in Programme

Section - II

3. What are the basic concepts of good radio presentation?
4. Discuss the following in detail:
 - (a) Pronunciation
 - (b) Voice Culture

Section - III

5. Discuss the role of radio in information and education?
6. What is the importance of knowing and understanding the listeners while presenting radio programmes?

Section -IV

7. What are the basic fundamentals of writing for Television?
8. Discuss Television Programme Production process in detail.

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Paper Code: 4142

Programme: Bachelor of Arts (Journalism & Mass Communication)
Semester-IV

Course Title: Video Production: Idea to Screen

Course Code: BJML-4313

Time Allowed: 3 Hours

Max Marks: 60

Note: Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry twelve marks.

Section A

Co1

1. Discuss in detail the various types of video' cameras?
2. Discuss in detail the various types of lenses and their applications.

Section B

Co2

3. What is the importance of research in the preproduction stage of video production'?
4. Describe in detail the concept and role of storyboard in video production.

Section C

C03

5. Discuss in detail the meaning and rules of video editing?
6. Director is the captain of the ship. Comment.

Section D

C04

7. What is the role of field testing during the initial stage of production?
8. Discuss the role of preview and analysis of the programme.

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Paper Code: 4143

Programme: Bachelor of Arts
(Journalism and Mass Communication) Semester-IV

Course Title: Folk Media

Course Code: BJML-4314

Time Allowed: 3 Hours

Max Marks: 60

Note: Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question is of 12 marks.

Section A

1. What are the important folk media forms in india?
2. What is folk media and how is it relevant in the age of modern media?

Section B

3. Write short notes on the importance of the following:
 - a) Ramlila
 - b) Story telling
 - c) Ballad
4. Discuss the role of nautanki and street theatre as folk media in communication.

Section C

5. Discuss the areas of conflict and compromise while using folk media in delivering modern messages.
6. How the folk and mass media can be integrated together effectively?

Section D

7. Write in detail about various forms of Punjabi Folk.
8. Discuss the role of various units of Ministry of I & B. in integrating folk and modern media.

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KMV-II [N.S.B]

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Paper Code: 4144

Exam Code: 108704
(20)

Programme: Bachelor of Arts (Journalism and Mass
Communication) Semester-IV

Course Title: Advertising: Concepts and Principles

Course Code: BJML-4315

Time Allowed: 3 Hours

Max Marks: 60

Note: Attempt five questions, selecting at least one question
from each section. The fifth question may be attempted from
any Section. Each question carries 12 marks

Section-I

1. What do you mean by the concept of Advertising?
Explain its growth in India
2. Discuss Advertising as an act of Commerce and a Hidden
Persuader.

Section-II

3. Discuss the relationship between Advertising and
Marketing.
4. Which are the various Functions of Advertising? Discuss
with suitable examples.

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KAV-II [4.2.3]
Nov. 02-06-20
Paper Code: 4144

Exam Code: 108704
(20)

Section-III

5. Explain any 7 types of ads with suitable examples?
6. Discuss the scenario of advertising at Regional and National levels.

Section-IV

7. Explain Advertising as a tool of Communication. also highlight the AIDA Model.
8. Comment upon the role of advertising in society and economy.

Section-I

1. What do you mean by the concept of Advertising? Explain its growth in India
2. Discuss Advertising as an act of Commerce and a Hidden Persuader.

Section-II

3. Discuss the relationship between Advertising and Marketing.
4. Which are the various Functions of Advertising? Discuss with suitable examples.