

C.O.E 28/11/24 (Mon) KMV-II
OFFICE

Exam Code: 108705
(20)

Paper Code: 5141

Programme: Bachelor of Arts (Journalism & Mass
Communications) Semester-V

Course Title: Event Management: Principles and Methods

Course Code: BJML-5311

Time Allowed: 3 Hours

Max Marks: 60

NOTE: Attempt five questions in all, selecting atleast one question from each Section. The fifth question can be attempted from any Section. Each question carry equal 12 marks.

SECTION — I

1. Discuss the importance of budget and buffer in Event Management.
2. Discuss the scope of event management. Write various arrangements to organize a kids fashion show.

SECTION — II

3. Explain the advantages of exhibition in the era of social media.
4. Explain the role and importance of exhibition.

SECTION — III

5. Explain role of press in promotion of an event.
6. Which publicity inputs can you use to launch new company.

SECTION — IV

7. Explain Uses and Abuses of trade fair.
8. Write a note on outdoor media.

NOTE: Although five questions in all, selecting atleast one question from each section. The fifth question can be attempted from any section. Each question carry equal marks.

SECTION — I

1. Discuss the importance of budget and buffer in Event Management.
2. Discuss the scope of event management. With various arrangements to organize a job fashion show.

SECTION — II

1. Explain the role and importance of exhibition.
2. Explain the advantages of exhibition in the arena social media.

Exam Code: 108705

Paper Code: 5142

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

**Course Title: Current Affairs: Contemporary Issue in
Media- I**

Course Code: BJML- 5312

Time Allowed: 3 Hours

Max Marks: 60

Note: Attempt five questions in all, selecting at least one question from each section. Fifth question may be attempted from any Section. Each question carries twelve marks.

Section A

1. What are your views on current Government of Punjab?
2. Analyse the current economic situation of India.

Section B

3. Write a detailed note on the current education scenario of India?
4. Describe in detail India's position in the world politics.

Section C

5. Write a detailed note on G-20 and its significance in today's world?
6. Explain in detail the role and functions of UNESCO.

Section D

7. What role does FICCI play in Indian industry sector?
8. Write short notes on:

i RBI

ii CVC

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Paper Code: 5143

**Programme: Bachelor of Arts (Journalism & Mass
Communications) Semester-V**

Course Title: Media Research Methodologies

Course Code: BJML-5313

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 carries 12 Marks

SECTION — A

1. What is Sampling? Explain different types of sampling methods.
2. Explanation different types of Research Methods?

SECTION — B

3. What is the primary purpose of conducting a readership survey in the field of mass communication? Explain with 2 relevant examples.

4. Explain the method of a public opinion survey and provide an example of when it might be used in mass communication research.

SECTION — C

5. Explain the significance and challenges of using Secondary data in media research.
6. What are the different tools for data collection in Media research?

SECTION — D

7. What are TRPs and how are they used to evaluate the popularity of TV programs?
8. What are the key steps involved in statistical analysis and interpretation of data in media research?

Exam Code: 108705

Paper Code: 5144

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

Course Title: Social Media

Course Code: BJML-5314

Time Allowed: 3 Hours

Max Marks: 60

Note: Attempt five questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 12 marks.

Section-A

1. Explain the concept and scope of social media.
2. Discuss the challenges of social media for a developing country like India.

Section-B

3. Explain any two social media platforms.
4. Discuss the impact of social media over main stream media.

Section-C

5. What are the uses and abuses of social media?
6. Explain how the social media advertising is progressing?

Section-D

7. Discuss the role of citizen journalism in social media.
8. Does social media play a role for breaking news.

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Paper Code: 5145

**Programme: Bachelor of Arts (Journalism & Mass
Communications) Semester-V**

Course Title: Public Relations

Course Code: BJML-5315

Time Allowed: 3 Hours

Max Marks: 60

Attempt 5 questions in all selecting atleast one from each section. The fifth question can be attempted from any section. Each question carries equal 12 marks.

Section-A

1. Differentiate between PR, Sales Promotion, advertising and Marketing in detail. 12
2. What is the concept of PR? Explain its functions. 12

Section-B

3. 'PR needs a systematic approach'. Explain 12
4. Explain the functions of PR Consultancy. Also explain its advantages and disadvantages. 12

Section- C

- 5. Explain the importance of maintaining employee relations for growth of an organisation. 12
- 6. Write various steps/preparation to organise Press Event for launch of a product. 12

Section-D

- 7. Explain the importance of marketing research for a PR Practitioner. 12
- 8. What is exhibition PR? Explain its importance and uses. 12