

**Exam Code:116401**

**Paper Code: 1143**

**Bachelor of Arts (Journalism and Mass Communication)**

**Semester-I**

**Principles of Communication**

**BJML-1313**

**Time Allowed: 3 hrs**

**Total Marks: 70**

Note : Answer five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question carries equal marks (14)

**Section-A**

1. Why is communication known as a human, social and universal process? Discuss
2. What are the psychological barriers of communication? How can these barriers be removed? Discuss

**Section-B**

3. While giving suitable examples, discuss the basic elements of communication.
4. How communication in the digital age has affected inter-personal communication? Discuss

**Section-C**

5. What is intra-personal communication? Why is it known as the most honest form of communication? Discuss
6. What is non-verbal communication? What is its importance in interpersonal communication? Discuss

**Section-D**

7. Draw and discuss Shannon -Weaver's model. Why has this model lost its relevance today? Discuss
8. Why is hypodermic needle theory also known as bullet theory? Give the examples of a few events, during which this theory was operational.

**Programme : Bachelor of Arts (Journalism and Mass Communication)  
Semester-1**

**Course Title : Reporting and Editing-1  
Course Code : BJML-1314**

Time Allowed: 3 Hrs

Maximum Marks: 70

Attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries 14 marks.

Marks-70

**SECTION-A**

**Q1. Write in detail about the various writing various newswriting styles..**

**Q2. Explain different types of beat.**

**SECTION-B**

**Q3 Discuss briefly about education beat.**

**Q4 .Write a short note on:**

- a) Functions of headline
- b) Qualities of reporter

**SECTION-C**

**Q5 Every media follows a definite policy for editing news. What's your opinion**

**Q6 Write a short note on;**

- a ) Proof reading
- b ) Picture editing
- c) Front page of daily

**SECTION-D**

**Q7. Discuss how graphics photographs and cartoons contribute to the display and presentation of news?**

**Q8. Write a short note on:**

- a) News source
- b) News beat
- c) News Interview

**Exam Code: 116401**

**Paper Code: 1145**

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

**Course Title: History of Print Media**

**Course Code: BJML- 1315**

**Time Allowed: 3 Hours**

**Max Marks: 70**

**Note:** Attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries 14 marks.

**Section A**

1. Write a detailed note on the history of The Times of India newspaper?
2. Explain in detail the history of UNI.

**Section B**

3. Write a detailed note on Dyal Singh Majithia contribution to the Indian journalism.
4. Describe in detail the journalistic contribution of Mahatma Gandhi.

**Section C**

5. Write a detailed note on Adam's Press Gagging Act.
6. Explain in detail the Copyright Act.

**Section D**

7. Trace the history of Punjab journalism.
8. Write short notes on:  
i The Tribune                      ii Ajit