

Exam. Code : 108702

Subject Code : 2983

B.A. Journalism & Mass Communication

2nd Semester

PRESS LAWS & MEDIA ETHICS

Paper—202

Time Allowed—3 Hours]

[Maximum Marks—75

SECTION—A

Note :— All the questions are compulsory of this section and carries 2 marks each. Answer in 50 words each.

1. Article 19 (1) (a).
2. Language Press.
3. PTI.
4. Working Journalist Act.
5. Media Ethics.
6. Libel.
7. Four Pillars of Democracy.
8. Joseph Pulitzer Awards.
9. Vernacular Press.
10. The Tribune.

10×2=20

SECTION—B

Note :— Do any **SEVEN** questions and each carries **5** marks.
Answers in **250** words each.

1. Write a note on Gagging Act.
2. Press was a mission before Independence. Comment.
3. Elaborate defenses of defamation.
4. Write brief history of Press laws in India.
5. Discuss the code of conduct for AIR.
6. What do you know regarding Copy right Act ?
7. Discuss the role of Press Council of India now a days.
8. Are you satisfied with the RTI Act 2005 ?
9. Credibility of the Press is declining day by day. Do you agree with the statement ?
10. What do you know about Official Secret Act ? $7 \times 5 = 35$

SECTION—C

Note :— Do any **TWO** questions and each carries **10** marks.
Answers in **800** words each.

1. Discuss the impact of New Media on Print Media.
2. Write a note on self-regulation and freedom of expression.
3. Do you think Press is playing its role appropriately ?
4. Explain the emerging trend of Media from Profession to Industry. $2 \times 10 = 20$

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B.A. Journalism & Mass Communication 2nd Semester

HISTORY OF PRINT MEDIA

Paper—203

Time Allowed—3 Hours]

[Maximum Marks—75

SECTION—A

I. Answer **ALL** questions in about **50** words each :

- (1) Meaning of Journalism.
- (2) Origin of Print Media in India.
- (3) Young Bengal Movement.
- (4) Charles Metcalfe Act.
- (5) Amrita Bazar Patrika.
- (6) The Statesman.
- (7) Any two problems being faced by Punjabi Journalism.
- (8) Jagbani or Nawazamana.
- (9) James Silk Buckingham.
- (10) UNI. 10×2=20

SECTION—B

II. Answer any *seven* questions in about **250** words each :

- (1) What was the first attempt at Journalism in India ?
- (2) Explain the contribution of Raja Ram Mohan Roy.
- (3) Discuss the role of Dyal Singh Majithia in Punjab Journalism.
- (4) Is Press free in India ?
- (5) Explain the development of Punjabi Press.
- (6) Discuss contribution of Gurbax Singh.
- (7) Explain the main provisions of Vernacular Press Act.
- (8) Discuss the brief history of The Tribune.
- (9) Explain the role of Mahatma Gandhi in the development of Indian journalism.
- (10) Explain the contribution of PTI as News Agency.

7×5=35

SECTION—C

III. Answer any *two* questions in about **800** words each :

- (1) Explain in brief the history of Indian Journalism and examine its present status.
- (2) Discuss the origin and development of Punjabi Journalism and also discuss its future.
- (3) Elaborate on the contribution of any three personalities to the development of Journalism in India and in Punjab.
- (4) Examine the provisions of Adam's Press Gagging Act or Charles Metcalfe Act or Vernacular Press Act.

2×10=20

Exam. Code : 108702
Subject Code : 2985

B.A. Journalism & Mass Communication

2nd Semester

**MASS COMMUNICATION : CONCEPT &
PROCESSES**

Paper—204

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— All questions are compulsory. Each question carries
2 marks. 2×10=20

1. Dyadic Communication.
2. Liberatarian theory.
3. Public affairs.
4. Blogs.
5. Mass line communication.
6. New media.
7. Normative theories.
8. Folk Media.
9. Public relations.
10. e-newspaper.

SECTION—B

Note :— Attempt any **SEVEN** questions. Each question carries
5 marks. 7×5=35

1. Explain the functions of mass communication.
2. Differentiate between authoritarian and liberatarian theory.
3. Explain the role of traditional media in present age of electronic media ?
4. Write a note on social networking sites.
5. Explain characteristics of radio.
6. Explain the advantages of internet.
7. Explain the different topologies of audience.
8. Explain the effect of TV on children ?
9. Discuss social responsibility theory.
10. Differentiate between intrapersonal and interpersonal communication ?

SECTION—C

Note :— Attempt any **TWO** questions. Each carries **10** marks.

10×2=20

1. Explain the different types of communication in detail.
2. Discuss various theories of mass communication.
3. Write a note on the impact of internet on newspapers in India ?
4. Explain the contribution of traditional and folk media as a tool of mass communication.

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Subject Code: 2986

B.A. Journalism & Mass Communication

2nd Semester

DESIGN AND GRAPHICS

Paper—205

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— Attempt all the questions. Each carries equal marks.

1. Divergence.
2. DTP.
3. Typography.
4. Letterpress.
5. Mechanical Type Composition.
6. Hardware.
7. Design Layout.
8. Point System.
9. Graphics.
10. Multi-media. 10×2=20

SECTION—B

Note :— Attempt any **SEVEN** questions. Each carries equal marks.

1. Discuss the various elements of Design.
2. What are the principles of good typography ? Explain.
3. Write a note on the use of computer softwares in designing.
4. Explain the offset printing method in detail.
5. Elaborate on the concept of Ludlow type composition.
6. Discuss the uses of multi-media in graphics.
7. Write about the concept of Visualisation by giving suitable examples.
8. What is Character generation ? Discuss.
9. How graphics are being used in Indian films these days ? Explain with examples.
10. Draw differences between Design and Graphics.

7×5=35

SECTION—C

Note :— Attempt any **TWO** questions. Each carries equal marks.

1. Write an elaborate essay on the types of Papers.
2. Discuss the various Printing methods in detail.
3. Define Convergence. Write about its functions and significance.
4. Throw light on the concept and kinds of Typeface Families.

2×10=20

Exam. Code : 108702

Subject Code : 2987

B.A. Journalism and Mass Communication

2nd Semester

ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ

Paper : 210

Time Allowed—3 Hours]

[Maximum Marks—50

ਨੋਟ :- ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹਨ।

1. ਪਾਠ-ਪੁਸਤਕ ਗਿਆਨ ਮਾਲਾ ਵਿਚੋਂ 'ਸਾਹਿਤ ਤੇ ਲੋਕ ਸਾਹਿਤ' ਲੇਖ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ।

ਜਾਂ

ਪਾਠ-ਪੁਸਤਕ ਗਿਆਨ ਮਾਲਾ ਵਿਚੋਂ 'ਅਚੇਤਨ ਦੇ ਗੁਣ ਤੇ ਸੁਭਾਅ' ਲੇਖ ਦਾ ਸਾਰ ਲਿਖੋ। 10

2. 'ਪਠਾਣ ਦੀ ਧੀ' ਕਹਾਣੀ ਦਾ ਸਾਰ ਲਿਖੋ।

ਜਾਂ

'ਦਲਦਲ' ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ। 10

3. ਪੰਜਾਬੀ ਵਿਆਕਰਣ ਮੁਤਾਬਕ 'ਸ਼ਬਦ' ਤੋਂ ਕੀ ਭਾਵ ਹੈ ? ਪਰਿਭਾਸ਼ਾ ਦਿੰਦੇ ਹੋਏ ਵਿਸਥਾਰ ਸਹਿਤ ਸ਼ਬਦ-ਬਣਤਰ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿਓ। 10

4. ਹੇਠ ਲਿਖੇ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇੱਕ ਉੱਪਰ ਪੈਰਾ ਰਚਨਾ ਕਰੋ :

1. ਮੋਬਾਇਲ ਫੋਨ
2. ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ
3. ਅਨਪੜ੍ਹਤਾ।

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5. ਹੇਠ ਲਿਖਿਆ ਪੈਰਾ ਪੜ੍ਹਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦਿਓ :

ਕਾਮਾਗਾਟਾਮਾਰੂ ਜਹਾਜ਼ ਦੀ ਘਟਨਾ ਨੇ ਸਾਮਰਾਜੀ ਹਕੂਮਤ ਦੀਆਂ ਬੁਨਿਆਦਾਂ ਹਿਲਾ ਦਿੱਤੀਆਂ ਸਨ। ਕਾਮਾਗਾਟਾਮਾਰੂ ਇੱਕ ਜਹਾਜ਼ ਦਾ ਨਾਂ ਸੀ ਜੋ 1914 ਵਿਚ ਪੰਜਾਬ ਦੇ ਮਸ਼ਹੂਰ ਦੇਸ਼ ਭਗਤ ਬਾਬਾ ਗੁਰਦਿੱਤ ਸਿੰਘ ਸਰਹਾਲੀ ਨੇ ਇੱਕ ਜਾਪਾਨੀ ਕੰਪਨੀ ਕੋਲੋਂ ਕਿਰਾਏ ਤੇ ਲਿਆ ਸੀ। ਇਸ ਜਹਾਜ਼ ਉੱਤੇ ਬਾਬਾ ਜੀ ਆਪਣੇ 400 ਸਾਥੀਆਂ ਨਾਲ ਕੈਨੇਡਾ ਗਏ। ਪਰ ਕੈਨੇਡਾ ਦੀ ਸਰਕਾਰ ਨੇ ਆਪਣੇ ਹੀ ਦੇਸ਼ ਦੇ ਕਾਨੂੰਨ ਤੇ ਨਿਆਂ ਦਾ ਉਲੰਘਣ ਕਰਦੇ ਹੋਏ ਇਸ ਜਹਾਜ਼ ਨੂੰ ਕੈਨੇਡਾ ਦੇ ਤੱਟ ਉੱਤੇ ਉਤਰਨ ਦੀ ਆਗਿਆ ਦੇਣ ਤੋਂ ਇਨਕਾਰ ਕਰ ਦਿੱਤਾ। ਬਾਬਾ ਗੁਰਦਿੱਤ ਸਿੰਘ ਅਤੇ ਉਨ੍ਹਾਂ ਦੇ ਸਾਥੀਆਂ ਉੱਤੇ ਇਸ ਕੌਮੀ ਅਪਮਾਨ ਦਾ ਬੜਾ ਤੀਬਰ ਪ੍ਰਤੀਕਰਮ ਹੋਇਆ। ਉਨ੍ਹਾਂ ਨੇ ਅੰਗਰੇਜ਼ਾਂ ਦੇ ਵਿਰੁੱਧ ਇਨਕਲਾਬ ਵਿਚ ਭਾਗ ਲੈਣ ਦਾ ਨਿਸਚਾ ਕੀਤਾ ਅਤੇ ਕਾਮਾਗਾਟਾਮਾਰੂ ਜਹਾਜ਼ ਭਾਰਤ ਪਰਤਿਆ ਪਰ ਕਲਕੱਤੇ ਦੇ ਨੇੜੇ ਬਜਬਜ ਘਾਟ ਉੱਤੇ ਅੰਗਰੇਜ਼ੀ ਸੈਨਾ ਨੇ ਬਾਬਾ ਗੁਰਦਿੱਤ ਸਿੰਘ ਅਤੇ ਉਹਨਾਂ ਦੇ ਸਾਥੀਆਂ ਉੱਤੇ ਗੋਲੀਆਂ ਵਰ੍ਹਾਈਆਂ। ਬਾਬਾ ਜੀ ਲੁਕ ਕੇ ਨਿਕਲ ਗਏ। ਜੋ ਬਾਕੀ ਬਚੇ, ਉਹ ਜੇਲ੍ਹਾਂ ਵਿਚ ਡੱਕ ਦਿੱਤੇ ਗਏ। ਅੰਗਰੇਜ਼ਾਂ ਨੇ ਜੇਲ੍ਹਾਂ ਵਿਚ ਇਨ੍ਹਾਂ ਦੇਸ਼ ਭਗਤਾਂ ਉੱਤੇ ਘੋਰ ਅਤਿਆਚਾਰ ਕੀਤੇ ਪਰ ਉਹ ਵੀਰ ਆਪਣੇ ਵਿਸ਼ਵਾਸ ਉੱਤੇ ਅਡਿੱਗ ਰਹੇ।

(ੳ) ਕੈਨੇਡਾ ਸਰਕਾਰ ਨੇ ਇਸ ਜਹਾਜ਼ ਦੇ ਮੁਸਾਫਰਾਂ ਨਾਲ ਕੀ ਸਲੂਕ ਕੀਤਾ ?

(ਅ) ਬਾਬਾ ਗੁਰਦਿੱਤ ਸਿੰਘ ਦੇ ਉਨ੍ਹਾਂ ਸਾਥੀਆਂ ਨੇ ਕੀ ਨਿਸਚਾ ਕੀਤਾ ?

(ੲ) ਕਾਮਾਗਾਟਾਮਾਰੂ ਦੀ ਘਟਨਾ ਦਾ ਸਾਮਰਾਜੀ ਹਕੂਮਤ ਉੱਤੇ ਕੀ ਪ੍ਰਭਾਵ ਪਿਆ ?

(ਸ) ਪੈਰੂ ਦਾ ਢੁੱਕਵਾਂ ਸਿਰਲੇਖ ਲਿਖੋ।

(ਹ) ਮੋਟੇ ਸ਼ਬਦਾਂ ਦੇ ਅਰਥ ਲਿਖੋ।

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6. (ੳ) ਹੇਠ ਲਿਖੇ ਅਖਾਣਾਂ ਵਿਚੋਂ ਪੰਜ ਦੇ ਅਰਥ ਦੱਸਦੇ ਹੋਏ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋ :

ਉੱਚਾ ਨੀਵਾਂ ਬੋਲਣਾ, ਸਿਰ ਤੇ ਹੱਥ ਰੱਖਣਾ, ਸਿਰੋਂ ਨੰਗੀ ਹੋਣਾ, ਉਫ਼ ਨਾ ਕਰਨਾ, ਕਈ ਪਤਨਾਂ ਦਾ ਪਾਣੀ ਪੀਤਾ ਹੋਣਾ, ਅਸਮਾਨ ਨੂੰ ਟਾਕੀਆਂ ਲਾਉਣਾ, ਕੁੱਝ ਘੋਲ ਕੇ ਪਿਲਾਉਣਾ, ਅੱਖ ਵਿਚ ਨਾ ਰੜਕਨਾ।

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(ਅ) ਹੇਠ ਲਿਖੇ ਮੁਹਾਵਰਿਆਂ ਵਿਚੋਂ ਪੰਜ ਦੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਦੇ ਹੋਏ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋ :

ਉਖਲੀ ਵਿਚ ਸਿਰ ਦਿੱਤਾ ਮੋਹਲਿਆਂ ਦਾ ਕੀ ਡਰ, ਤਲਵਾਰ ਦਾ ਫੱਟ ਮਿਲ ਜਾਂਦਾ ਏ ਜ਼ਬਾਨ ਦਾ ਨਹੀਂ ਮਿਲਦਾ, ਉੱਚਾ ਬੋਲ ਨਾ ਬੋਲੀਏ ਕਰਤਾਰੋਂ ਡਰੀਏ, ਉਲਟੀ ਵਾੜ ਖੇਤ ਨੂੰ ਖਾਏ, ਅੱਗ ਅੱਗ ਆਖਿਆਂ ਮੂੰਹ ਨਹੀਂ ਸੜਦਾ, ਅੰਤ ਭਲੇ ਦਾ ਭਲਾ, ਆਪਣਾ ਘਰ ਸੰਭਾਲੀਏ ਚੋਰ ਕਿਸੇ ਨੂੰ ਨਾ ਆਖੀਏ।

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Subject Code : 2988

B.A. Journalism & Mass Communication 2nd Semester
MUDHLI PUNJABI

Paper : 211

Time Allowed—3 Hours] [Maximum Marks—50

ਨੋਟ : ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਜ਼ਰੂਰੀ ਹਨ।

1. ਸੰਯੁਗਤ ਸ਼ਬਦ-ਬਣਤਰ ਵਾਲੇ ਵਾਕਾਂ ਦੀਆਂ ਕੋਈ ਪੰਜ ਉਦਾਹਰਣਾਂ ਦਿਉ। 5
2. ਦੋਹਰੇ ਸ਼ਬਦਾਂ ਦੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋਏ ਕੋਈ ਪੰਜ ਉਦਾਹਰਣਾਂ ਲਿਖੋ। 5
3. 'ਪਰ' ਅਗੇਤਰ ਲਾ ਕੇ ਕੋਈ ਪੰਜ ਸ਼ਬਦ ਬਣਾਉ। 5
4. ਪੜਨਾਵਾਂ ਦੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋਏ ਕੋਈ ਪੰਜ ਵਾਕ ਬਣਾਉ। 5
5. ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਪੰਜ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਲਿਖੋ। 5
6. ਭਾਸ਼ਾ ਦਾ ਸਾਡੀ ਜ਼ਿੰਦਗੀ ਵਿੱਚ ਕੀ ਮਹੱਤਵ ਹੈ ? 5
7. ਭਾਸ਼ਾ ਤੇ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਅੰਤਰ ਨੂੰ ਸਪਸ਼ਟ ਕਰੋ। 5
8. ਕੋਈ ਪੰਜ ਬਿਆਨੀਆਂ ਵਾਕ ਲਿਖੋ। 5
9. ਸਮਾਨ ਯੋਜਕ ਅਤੇ ਅਧੀਨ ਯੋਜਕ ਦੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋਏ ਕੋਈ ਪੰਜ ਵਾਕ ਬਣਾਉ। 5
10. ਵਿਆਹ ਵਿੱਚ ਵਰਤੇ ਜਾਂਦੇ ਕੋਈ ਪੰਜ ਵਾਕ ਲਿਖੋ। 5

Exam. Code : 108702

Subject Code: 2989

B.A. Journalism & Mass Communication

2nd Semester

**DRUG ABUSE : PROBLEM, MANAGEMENT AND
PREVENTION**

Time Allowed—3 Hours]

[Maximum Marks—50

Note :—Section—A : Attempt any **THREE** questions. Each question carries **5** marks. Answer to any of the questions should not exceed **2** pages.

Section—B : Attempt any **TWO** questions. Each question carries **10** marks. Answer to any of the questions should not exceed **4** pages.

Section—C : Attempt any **ONE** question. Question carries **15** marks. Answer to the question should not exceed **5** pages.

SECTION—A

1. Discuss the consequences of drug abuse on the society.
2. Elaborate the role of De-addiction clinics for the treatment and management of drug abuse.

3. Explain the role of school in the prevention of drug abuse.
4. What is cognitive therapy ? Elaborate.
5. How violence in the family is the consequence of drug abuse ?

SECTION—B

1. How advertisement can prove to be helpful in preventing drug abuse ?
2. Elaborate medical management for drug abuse.
3. Role of family in preventing drug abuse.
4. Explain the role of NDPS Act in controlling drug abuse.

SECTION—C

1. Discuss the role of family in preventing drug abuse.
2. Discuss the various types of therapies available for the management of drug abuse.

Exam. Code : 108702

Subject Code : 2990

B.A. Journalism & Mass Communication

2nd Semester

COMMUNICATION SKILLS IN ENGLISH-II

Paper-201

Time Allowed—3 Hours] [Maximum Marks—35

Note :—(1) Attempt **ALL** questions.

(2) All questions carry equal marks.

1. Suggest some techniques and methods for effective listening.

OR

Elaborate on telephonic communication skills with considerable emphasis on attending telephone calls.

2. Write an exhaustive note on the art of polite communication.

OR

What is the significance of audio-visual aids in oral conversation ?

3. “Social Networking Sites – Boon or Bane?” State your view in favour or against the proposition.

OR

Imagine you are the team leader for a certain class project.

A teammate has been late to three prior class sessions, missing crucial instructions and work time. Once again, he/she walks in 30 minutes late today. Make a polite but assertive conversation telling him/her to be more responsible.

4. The Theatre and Dramatics Club of your college is filming a movie on aliens. Write a notice in about 50 words for the students' notice board announcing the show. Include details like the date, time and venue of the show, the price of tickets and where they are available.

OR

Write a short conversation between two friends based on the following situation.

[Friend 1 : (begins the conversation) Find out why the other one is sad, cheer him/her up, suggest what to do].

[Friend 2 : Explain the reason-not done well in exams, express a fear-scolding from parents, thank the other one for suggestions].

5. Talk about a national iconic figure who has inspired you. Describe the person and explain why you find him/her inspirational.

OR

Your friend wants to start a garment business venture in partnership with you. Write a letter accepting/declining his proposal, citing appropriate reasons in either case.

6. Fill in the blanks :

- (i) The two dental sounds are _____ & _____.
(ii) /k/ and /g/ are examples of _____ sounds.
(iii) / / + / e / + / d / (a plosive sound)
(iv) / _ / + / a : / + / r / (a fricative sound)
(v) The little lovely lily bloomed along the lake _____.
(no. of lateral consonant sounds).

7. Transcribe the following words phonetically and mark the primary accent where required :

- (1) Captain
(2) Polite
(3) Debt
(4) Asia
(5) Doctrine
(6) Chores
(7) Among
(8) Vitamin
(9) Youth
(10) Abacus

Exam. Code : 108704

Subject Code: 3010

B.A. Journalism & Mass Communication

4th Semester

MEDIA AND BUSINESS COMMUNICATION

Paper—401

Time Allowed—3 Hours] [Maximum Marks—75

Note :— Section A is compulsory. Section B : Attempt **SEVEN** questions. Each question carries **5** marks. Section C : Attempt any **TWO** questions on carry **10** marks.

SECTION—A

Note :—Attempt **ALL** questions **2** marks each.

1. Upward Communication.

2. Kinesics.

3. Complaint letters.

4. Covering letter.

5. Cross Cultural Communication.

6. Interpersonal Communication.

7. One way Communication.

8. Inquiry appeal.

9. Etiquettes.

10. Biodata.

10×2=20

SECTION—B

Note :—Attempt any **SEVEN** questions **5** marks each.

1. Describe the process of non-verbal Communication.
2. Differentiate between Group and Mass Communication.
3. What is Conflict Management ?
4. What are inquiry appeals ?
5. Discuss the mechanical barriers to Communication.
6. How can dressing sense and manners affect Communication ?
7. What is cross cultural Communication ?
8. Discuss the functions of Communication.
9. What is kinesics ? Give examples.
10. What points should be kept in mind while writing a resume ?

7×5=35

SECTION—C

Note :—Attempt any **TWO** questions **10** marks each.

1. Discuss the importance of Communication in negotiation.
2. Discuss the types of Communication.
3. Discuss the models of Communication.
4. What are the types of business letters ?

10×2=20

Exam. Code : 108704

Subject Code : 3012

B.A. Journalism & Mass Communication 4th Semester

403 : VIDEO PRODUCTION : IDEA TO SCREEN

Time Allowed—3 Hours]

[Maximum Marks—75

SECTION-A

Note :—This section will have **ten** compulsory questions. All the questions are compulsory. Each will carry **2** marks.

1. VHS
2. Storyboard
3. Reflectors
4. Telephoto Lens
5. Log Table
6. Dolly Shot
7. Key Light
8. Screenplay
9. Online Editing
10. White Balance.

SECTION-B

Note :—This section will have **ten** questions, out of which
7 questions are to be attempted. Each will carry
5 marks.

1. Explain different types of camera movements.
2. What is assembly and insert editing ?
3. Discuss various types of lenses.
4. Write a note on Non-Linear Editing.
5. Explain U matic and Beta cam.
6. Discuss the role of lighting in video production.
7. Write a note on :
 - (a) Offline editing
 - (b) Script Layout.
8. "Script is a blueprint of production." Comment.
9. What are the essentials of good videography ?
10. Make a storyboard for a visual advertisement.

SECTION-C

Note :—This section will have **four** questions, out of which
2 questions are to be attempted. Each will carry
10 marks.

1. Explain various types of video cameras in detail.

2. Explain the types of lenses, filters and reflectors used for a video production.
3. What is editing ? Explain the rules and various types of editing in detail.
4. Explain the benefits of multi cameras over single camera shooting. Why log table is important during the shooting?

Exam. Code : 108704

Subject Code : 3013

B.A. Journalism & Mass Communication 4th Semester

FOLK MEDIA

Paper—404

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— ALL questions are compulsory and carry 2 marks each. Answer in not more than 50 words.

(2×10=20)

1. Sammi
2. Nautanki
3. PIB
4. Hand Puppets
5. Folk Songs
6. Harikathas
7. String Puppets
8. Kalbaliya Dance
9. Nukkad Natak
10. Gatka.

SECTION—B

Note :— Attempt any *seven* in about **250** words. Each question carries **5** marks. (7×5=35)

1. How has folk media evolved down the ages ?
2. What are the advantages of folk media ?
3. What do you know about puppetry ?
4. What is the form of Ramlila and what is it about ?
5. Can folk media be used for giving social messages ?
6. How has Punjabi Bhangra been popularized all over the world ?
7. Write a short note on DAVP and FTIL.
8. How is the government promoting folk media ?
9. Do you think old folk forms are fading out ?
10. How has urbanisation affected folk media ?

SECTION—C

Note :— Attempt any *two* in not more than **800** words. Each question carries **10** marks. (2×10=20)

1. Discuss the status of folk media in the era of electronic media.
2. What are different story telling forms ?
3. List some of the units of I and B Ministry.
4. What are different categories of folk forms in India ?

Exam. Code : 108704

Subject Code : 3014

B.A. Journalism & Mass Communication 4th Semester

ADVERTISING

(Concept & Principles)

Paper-405

Time Allowed—3 Hours]

[Maximum Marks—75

SECTION—A

Note :— Attempt all questions. Each question carries 2 marks

1. Lobbying
2. Nielsen
3. IRS
4. Propaganda
5. Pre-test
6. PSA
7. Skyline Ads
8. Advertorials
9. Mass Culture
10. ABC. 10×2=20

SECTION—B

Note :— Attempt any **seven** questions out of the given. Each question carries 5 marks.

1. How does advertising effect the growth of business industry ?
2. What are the various functions of advertising ?
3. What do you understand by Public Service Ads ? Explain with examples.
4. Explain in detail the concept of advertising through social media.
5. Differentiate between Advertising and Public Relations.
6. What are the various types of Outdoor Ads ?
7. How does advertising promote Mass Culture ? Explain with examples.
8. Establish a relationship between advertising and marketing.
9. What is the role of visualisation in the advertising field ?
10. What are Commercial and Non-commercial ads ? Discuss with examples. $7 \times 5 = 35$

SECTION—C

Note :— Attempt any **two** questions out of the given. Each question carries **10** marks.

1. Discuss with examples the positive and negative effects of advertising on society.

2. What are the different types of advertising appeals and formats ? Discuss in detail.
3. How has new media technology revolutionised the advertising industry ?
4. Discuss the growth and development of advertising industry in India.

$2 \times 10 = 20$

Exam. Code : 108704

Subject Code : 3015

B.A. Journalism & Mass Communication 4th Semester

ENVIRONMENTAL STUDIES

Paper—ESL—222

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Section A (15 Marks) : It consists of **FIVE** short answer type questions. Candidates are required to attempt any **THREE** questions, each question carrying **5** marks. Answer to any of the questions should not exceed **2** pages.

Section B (20 Marks) : It consists of **FOUR** essay type questions. Candidates are required to attempt **TWO** questions, each question carrying **10** marks. Answer to any of the questions should not exceed **4** pages.

Section C (15 Marks) : It consists of **TWO** questions. Candidates are required to attempt **ONE** question only which carries **15** marks. Answer to the question should not exceed **5** pages.

SECTION—A

1. Write about aesthetic and ethical values of biodiversity.
2. What is habitat loss ? How it can be stopped ?
3. How can the electronic waste be managed ?

4. What do you understand by term 'thermal pollution' ?
5. What are the control measures of urban and industrial solid waste ?

SECTION—B

6. What are nuclear hazards ? Mention a case study related to it.
7. Write a note on different measures adopted at national levels to conserve biodiversity.
8. Give a detailed account on Soil Pollution.
9. Write a note on relationship between environment and human health.

SECTION—C

10. Give a detailed account of various threats to biodiversity.
11. What is disaster management ? What is the role of an individual during any disaster ?

SECTION—A

1. Write about aesthetic and ethical values of biodiversity.
2. What is habitat loss ? How it can be stopped ?
3. How can the electronic waste be managed ?

Exam. Code : 108706

Subject Code : 3037

B.A. Journalism & Mass Communication

6th Semester

**CURRENT AFFAIRS : CONTEMPORARY ISSUE IN
MEDIA-II**

Paper-602

Time Allowed—3 Hours] [Maximum Marks—75

Note — Please read the instructions for each section carefully
before attempting the question paper.

SECTION—A

(20 Marks)

Note :— All questions are compulsory in this section. Answer
each question in not more than 50 words. Each
question carries 2 marks.

1. With how many states/UT does Punjab share its boundaries ?
2. Who presented the State Legislative Assembly the Budget of Punjab for 2018-19 ?
3. Who is Chief Minister of Nagaland ? Name the ruling party/parties in the state ?
4. By-elections for which Lok Sabha constituencies were held in UP in March 2018.

5. Which community in South India has demanded recognition as a separate religion ? Which state is at the center of this controversy ?
6. Write name of the following Cabinet Ministers in the Govt. of India :
Information and Broadcasting Minister and Human Resource Development.
7. CEO of ICICI Bank was recently in news for the wrong reasons. Who is the CEO ? What was the reason ?
8. What is the full of AMRUT – a flagship programme of the Narendra Modi Govt. ? What is its basic objective ?
9. What designations do the following people have – Ajit Doval, Urjit Patel ?
10. After four years, the death of 39 Indians was confirmed when the bodies of 38 of the 39 dead were brought back to the country in April 2018. Who were these people ? How and where did they die ?

SECTION—B
(35 Marks)

Note :— Attempt any **seven** questions from this section. Answer each question in not more than **250** words. Each question carries **5** marks.

11. Write a short note on Professional Tax Imposed by the Punjab Government.

12. What are the steps taken by the Punjab Government to deal with the stubble burning problem ?
13. Delhi Chief Minister Arvind Kejariwal had recently tendered unconditional apologies to a few prominent individuals. Who are these individuals and why have the apologies been tendered ?
14. What is UGC ? What is its role ?
15. Some AAP MLAs in Delhi recently got a relief from the Supreme Court in a controversy related to Office of Profit ? What was the issue ?
16. Explain in brief the recent PNB scam.
17. The Central Tibetan Administration celebrated recently. What was the event about ? Why did the Indian Government officially abstain from the event ?
18. In early April 2018, Dalits all over the country went up in protest against a Supreme Court decision. Explain the issue.
19. Critically analyse Skill India – a flagship programme of the Narendra Modi Govt.
20. PM Narendra Modi recently launched the T.B. Free India Campaign. Explain its relevance.

SECTION—C
(20 Marks)

Note :— Attempt any two questions from this section. Answer each question in not more than 800 words. Each question carries 10 marks.

21. Capt. Amrinder Singh Govt. has completed one year in Punjab. Analyse the successes and failures of this government.
22. The Supreme Court recently banned instant Triple Talak. Critically analyse its pros and cons.
23. The privacy of personal data and the rampant aggregation and misuse of big data has emerged as a burning issue throughout the world. Discuss.
24. Discuss the performance of Indian Cricket Team in overseas tournaments in 2018.

Exam. Code : 108706

Subject Code : — 3038

B.A. Journalism & Mass Communication

6th Semester

PERSPECTIVE OF AUDIO SOUND

Paper—603

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— Attempt **ALL** questions. Each question carries
2 marks. 10×2=20

1. Explain Audio Codecs.
2. What is a waveform ?
3. What is mono sound ?
4. What is Acoustic Reverberation ?
5. What is Voice Modulation ?
6. Explain Audio Cables.
7. What is Linear Audio Editing ?
8. Explain Stereo Sound.
9. What is audio mix ?
10. What is audio sampling rate ?

SECTION—B

Note :— Attempt *seven* out of *ten* questions. Each question carries **5** marks. 7×5=35

1. Explain audio connectors.
2. Write a detailed note on Audio Console.
3. What are the principles of Magnetic Recording ?
4. Difference between Analog and Digital recording technique.
5. What are various types of Sound Effects ?
6. Name and explain any two audio editing softwares.
7. How can you remove noise from an audio ?
8. Why wireless microphones are used ?
9. Explain Dubbing Techniques.
10. What is sound editing ?

SECTION—C

Note :— Attempt *two* out of *four* questions. Each question carries **10** marks. 2×10=20

1. What are the principles and uses of Microphones ?
Explain types of Microphones. Explain Polarization.
2. What do you understand by 5.1 and 7.1 channel ?
3. Write a detailed note on Audio used in movies.
4. What do you mean by audio mixing and dubbing techniques ?

Exam. Code : 108706

Subject Code : 3039

B.A. Journalism & Mass Communication 6th Semester

VIDEO ELECTRONICS FILM PRODUCTION

Paper—604

Time Allowed—3 Hours] [Maximum Marks—75

SECTION—A

Note :— ALL questions are compulsory, 2 marks each.

(2×10=20)

1. What do you mean by premise ?
2. What is the role of casting director ?
3. What do you mean by headroom ?
4. What is the role of producer in film production ?
5. Who is a line producer ?
6. What do you mean by EDL ?
7. What is focal length of a lens ?
8. What do you mean by CUT ?
9. What is sync sound ?
10. What is a multiplex ?

SECTION—B

Note :— Attempt any seven, 5 marks each. (7×5=35)

1. Pre-production approximately constitutes 60 percent of the film making process. Explain.

2. What is a shooting script ?
3. What is a floor map ?
4. What is a line script ?
5. What is art direction ?
6. What do you mean by linear editing ?
7. What are audio special effects ?

SECTION—C

Note :— Attempt any *two*, 10 marks each. (2×10=20)

1. Describe the process of preproduction.
2. What is the difference between single camera and multi camera shoot ?
3. Describe the studio section and explain how it is connected with PCR.
4. Explain the process of dubbing.

SECTION—B

Note :— Attempt any *seven*, 5 marks each. (7×5=35)

1. Pre-production approximately constitutes 60 percent of the film making process. Explain.

Exam. Code : 108706

Subject Code : 3040

B.A. Journalism & Mass Communication

6th Semester

SPECIALIZED REPORTING

Paper-605

Time Allowed—3 Hours]

[Maximum Marks—75

SECTION-A

Note :— Attempt **all** questions from Section A. All questions carry **2** marks each.

1. Human Rights
2. Editorial
3. Science Communication
4. Manual Scavengers
5. Page 3
6. Features
7. Development journalism
8. NHRC
9. Tabloid
10. Censorship. 10×2=20

SECTION-B

Note :— Attempt any **seven** questions out of the given. Each question carries **5** marks.

1. What do you understand by specialised reporting ?
2. What are the various areas of doing specialised reporting ?
3. How has new media influenced news gathering and dissemination process ?
4. What is Development Journalism ? Illustrate with examples.
5. What according to you are the issues and problems that need to be highlighted through news reporting ?
6. What is Environment Journalism ? Discuss its history and scope.
7. What are the new challenges in the field of newspaper reporting ?
8. What is the scope of Investigative Journalism in the present media scenario ?
9. What is Gonzo Journalism ? Discuss its origin.
10. Discuss with examples the present scenario of Indian news channels.

7×3=35

SECTION-C

Note :— Attempt any **two** questions. Each question carries **10** marks.

1. What is Embedded Journalism ? Give its historical account and features.
2. Discuss Manual Scavengers and their Rehabilitation Act 2013.
3. Discuss the origin and development of Investigative Journalism in India.
4. Discuss Advocacy Journalism in detail with examples. Give its criticism also.

2×10=20