

10/02/2025

Exam Code: 108705

Paper Code: 5141-R

Programme: Bachelor of Arts (Journalism & Mass

Communication) 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. Fifth question may be attempted from any section. Each question carries 12 marks.

Section-A

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

Section-B

3. How can we make our exhibition successful by using social media?
4. Explain the objectives of exhibition and importance of direct contact.

Section-C

5. Explain role of PR in promotion of an event.
6. Explain the importance of choosing right exhibition.

Section-D

7. Explain Uses and Abuses of trade fair.
8. Explain various publicity inputs available for promoting an event.

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Exam Code: 108705

Paper Code: 5142-R

**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. Write a detailed note on the General Elections 2024 of India.
2. Discuss in detail the current political situation of Punjab.

Section B

3. Write a detailed note on the salient features of Union Budget 2024.
4. Describe in detail the various initiatives undertaken by Government of India to make India digitally strong.

Section C

5. Write a detailed note on SAARC and its significance in today's world?
6. Explain in detail the role and functions of WHO.

Section D

7. What role does RBI play in Indian banking sector?
8. Write short notes on:
 - i. CIC
 - ii. FICCI

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Exam Code: 108705

Paper Code: 5143-R

Programme: Bachelor of Arts (Journalism & Mass

Communication) Semester: V

Course Title: Media Research Methodologies

Course Code: BJML-5313

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 process of research design.
2. Explain the difference between Qualitative and Quantitative Research.

Section B

3. Frame a questionnaire for conducting a Public opinion survey before the election in your hometown. ? The Questionnaire should have both structured and unstructured questions.
4. Explain the importance of the Readership Survey for newspaper organizations.

Section C

5. Write a short note in not more than 250 words on the following:
 - a) Content Analysis
 - b) Participatory Observation
 - c) Case Study
6. Explain the difference between Primary and Secondary Data in Research?

Section D

7. What is the significance of measuring the impact of a program on the viewership in television programming?
8. What methods are employed to gauge public opinion in media research?

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Exam Code: 108705

Paper Code: 5144-R

**Programme: Bachelor of Arts (Journalism & 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. Is it necessary to bring legal guidelines for social media? Discuss.
2. Explain the future scope of social media in India.

Section-B

3. Compare and contrast Facebook and Instagram.
4. Explain the tools and techniques of live streaming.

Section-C

5. Discuss about traditional media and main stream media.
6. Enumerate on social media and public relations.

Section-D

7. Can the main stream journalists take as a source of information from social media? Discuss.
8. Is citizen journalism a true journalism? Discuss.

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Exam Code: 108705

Paper Code: 5145-R

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

Course Title: Public Relations

Course Code: BJML-5315

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 various PR Techniques in detail.
2. Throw light on duties of a PR Practitioner. Also explain International Code of Ethics.

Section-B

3. Explain the process of PR in detail.
4. Explain the functions of PR Department and Manager. Also explain its advantages and disadvantages.

Section-C

5. Explain the various steps to write a Press Release. Also explain the seven point formula and its importance.
6. Write various media and techniques available for Internal PR.

Section-D

7. Explain the importance of Photography in PR.
8. What is exhibition PR? What planning is required for putting up an exhibition?

Exam Code: 109105

Paper Code: 5191-R

Programme: Bachelor of Commerce (Honours)

Semester – V

Course Code: BCOL-5096

Course Title: Production and Operations Management

Time Allowed: 3 Hours

Max. Marks: 80

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 16 marks.

Section – A

1. Discuss the concept of productions and operations management along with pros and cons.
2. Discuss various production scheduling techniques in detail.

Section – B

3. Discuss various factors affecting productivity of a firm in detail.
4. Discuss the concepts in detail: a) Work Measurement
b) Value Analysis.

Section – C

5. Explain the concept of inventory management? Discuss classification of inventory.
6. Explain the concepts:
a) Just in Time Manufacturing Systems
b) Statistical Quality Control

Section-D

7. Explain concept and components of supply chain management in detail.
8. Explain the concepts: a) Inventory control models
b) Logistic Management