

End Semester Examination, May 2022
B.A. (Hons.) English — Second Semester
BRITISH ROMANTIC POETRY (BENG-DS-201)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Explain with reference to the context **ANY FOUR** of the following:

- a) And so Tom awoke; and we rose in the dark
And got with our bags & our brushes to work.
Though the morning was cold, Tom was happy and warm;
So if all do their duty, they need not fear harm.
- b) Fade far away, dissolve, and quite forget
What thou among the leaves hast never known,
The weariness, the fever, and the fret
Here, where men sit and hear each other groan;
- c) A grief without a pang, void, dark, and drear,
A stifled, drowsy, unimpassioned grief,
Which finds no natural outlet, no relief,
In word, or sigh, or tear—
- d) Season of mists and mellow fruitfulness,
Close bosom-friend of the maturing sun;
Conspiring with him how to load and bless
With fruit the vines that round the thatch-eaves run;
- e) And on that cheek, and o'er that brow,
So soft, so calm, yet eloquent,
The smiles that win, the tints that glow,
But tell of days in goodness spent,
A mind at peace with all below,
Heart whose love is innocent!
- f) O wild West Wind, thou breath of Autumn's being,
Thou, from whose unseen presence the leaves dead
Are driven, like ghosts from an enchanter fleeing,

5×4

PART-A

- Q.2 Give a comparative analysis of the poems "*The Lamb*" and "*The Tiger*". **20**
- Q.3 Analyze "*Tintern Abbey*" as a poem that portrays the poet as a Worshipper of Nature. **20**
- Q.4 Critically analyze "*Dejection as Ode*". **20**

PART-B

- Q.5 Critically analyze "*She walks in Beauty*" as a lyric. **20**
- Q.6 Is "*Ode to the West Wind*" an optimistic poem? Analyze the poem to prove your point of view. **20**

End Semester Examination, May 2022
B.A. (Hons.) English — Second Semester
BRITISH LITERATURE: VICTORIAN AGE (BENG DS 202)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Explain (**any four**) of the following with reference to the context.

- a) No time hath she to sport and play:
A charmed web she weaves alway.
A curse is on her, if she stay
Her weaving, either night or day,
To look down to Camelot.
- b) That's my last Duchess painted on the wall,
Looking as if she were alive. I call
That piece a wonder, now; Fra Pandolf's hands
Worked busily a day, and there she stands.
Will't please you sit and look at her?
- c) My mistress bent that brow of hers;
Those deep dark eyes where pride demurs
When pity would be softening through,
Fixed me, a breathing-while or two,
With life or death in the balance: right!
- d) It little profits that an idle king,
By this still hearth, among these barren crags,
Match'd with an aged wife, I mete and dole
Unequal laws unto a savage race,
That hoard, and sleep, and feed, and know not me.
- e) Evening by evening
Among the brookside rushes,
Laura bow'd her head to hear,
Lizzie veil'd her blushes:
- f) Under tower and balcony,
By garden wall and gallery,
A pale, pale corpse she floated by,
Deadcold, between the houses high,
Dead into tower'd Camelot.

5×4

PART-A

- Q.2 Justify the title of the novel *Pride and Prejudice*. [CO3] [L3] **20**
- Q.3 Is Jane Eyre a likeable protagonist? Why or why not? [CO2] [L2] **20**
- Q.4 Critically analyze the major themes of the novel *Hard Times* by Charles Dickens. [CO1] [L1] **20**

PART-B

- Q.5 Critically analyze the poem *Ulysses* by Tennyson. [CO4] [L4] **20**
- Q.6 Would you consider Robert Browning as a optimistic poet or a pessimistic poet? Justify your

End Semester Examination, May 2022
B.A. (Hons.) English — Second Semester
INDIAN CLASSICAL LITERATURE (BENG-DS-203)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Write short answer to **(any four)** of the following questions:
(Question 1.a to 1.d are explanation with reference to the context, whereas 1.e and 1.f are short answer questions:
- a) A flower whose fragrance none has dared to smell:
Spring's tenderest shoot no profaning finger's have plucked;
Fresh honey whose taste no lip has relished;
A gem glowing inviolate.
 - b) I have spurned the sage's daughter, it is true.
Having no recollection of marrying her;
Yet the poignant ache in my heart validates,
It seems, the truth of her assertion that I had.
 - c) I fear for the ruin of our line!
When brothers are split, a quarrel is sure:
 - d) She submits to many men and assuredly is a whore! Thus there is, I think nothing strange about taking her into hall, or to have her in one piece of clothing, or for that matter naked!
 - e) What is the dramatic significance of Aryak's escape from the prison in the play Mrichhkattika?
 - f) Comment on the theme of restoration of justice in Book of Vanci in the epic Cilappatikaram.
- 5×4**

PART-A

- Q.1 Examine critically the contrast between the tranquil beauty of the forest and the pomp and show of the court of Dushyanta in Abhijnanasakuntalam. [CO 4] [L4] **20**
- Q.3 Bring out the dramatic significance of the curse of Durvasha in the thematic design of the play Abhijnanasakuntalam. Do you think that fate pervades throughout the world of the play? [CO1] [L1] **20**
- Q.4 Do you take Mrichhkattika to be a play more akin to the western tradition of plays than those of the classical Sanskrit tradition? Justify with suitable examples. [CO2] [L2] **20**

PART-B

- Q.5 Assess critically Draupadi's humiliation in the assembly hall. Was this the prelude to the Great War of the Mahabharata? [CO5] [L5] **20**
- Q.6 Bring out a comparative character sketch of Duryodhan and Dhritrastra. How far they be taken responsible for the Mahabharata War? [CO6] [L6] **20**
- Q.7 Trace the journey of Kannagi from an ordinary house wife to one having semi-divine

End Semester Examination, May 2022
B.A. (Hons.) English — Second Semester
SCIENCE FICTION AND DETECTIVE LITERATURE (BENG-DS-204)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Explain the following in brief (**any four**):

- a) H.G. Wells.
- b) Zombies with tentacles.
- c) Puma.
- d) Aliens.
- e) Agatha Christie.
- f) W. H. Auden.

5×4

PART-A

Q.2 Explain H. G. Wells's '*The Island of Doctor Moreau*' as a speculative science fiction that indicates how scientific innovations can also lead to devastation of human beings? [CO2] [L2] **20**

Q.3 Write how science and trade are interlinked for political growth by taking reference to Nnedi Okorafor's '*Spider the Artist*' (a short story). [CO2] [L1] **20**

Q.4 Analyze essential scientific inventions taking place in the world by taking special reference to the texts you have read. [CO3] [L4] **20**

PART-B

Q.5 Evaluate the development of detective fiction and its different types. [CO2] [L5] **20**

Q.6 Discuss how Agatha's '*The Murder of Roger Ackroyd*' is the best exemplar of detective fiction? [CO2] [L2] **20**

Q.7 Analyze Auden's "*Detective Story*" (a poem on detective fiction) as a critical work on detective literature. [CO4] [L4] **20**

End Semester Examination, May 2022

B.A. (Hons.) English — Second Semester

TRAVEL WRITING (BENG-DS-205)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief (**any four**):

- a) Who are the popular travel writers?
- b) Write a short note on 'caste system of India'.
- c) Discuss the ruins of Mughal Rule in Delhi described in the city of Djins by William Dalrymple.
- d) Which option represents the Heaven Lake?
- e) Write a short note on 'four varnas' system in India.
- f) What is the main point of the Narrative of the Life of Frederick Douglass? **5×4**

PART-A

- Q.2 What is travel literature and what is the purpose of travel literature? What are two main types of travel writing? Discuss. [CO1] [L1] **20**
- Q.3 Explain the social evils of India depicted in the book 'India' by Albruni. [CO2] [L2] **20**
- Q.4 Discuss the characters, summary and British rule in the city of Djins by William Dalrymple. [CO3] [L3] **20**

PART-B

- Q.5 How was the author discouraged from taking a swim in the Heaven Lake? Discuss in detail. [CO4] [L4] **20**
- Q.6 What are slave narratives essay? What are some examples of slave narrative? Discuss them in detail. [CO5] [L5] **20**
- Q.7 How does Douglass conceive of freedom? What qualities or characteristics does it seem to have for him? What skills or values is it necessary for him to learn before he can make the transition from slavery to freedom? [CO6] [L6] **20**

End Semester Examination, May 2022
B.A. (Hons.) Fourth Semester
INDIAN WRITING IN ENGLISH (BENG-DS-401)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question

Q.1 Answer in brief (**any four**):

- a) What is the significance of the poem "enterprise"?
- b) Describe Kamala Das as an 'Indian writer in English'.
- c) What does the expression "as the slave departs, the man returns" mean?
- d) How is existentialism depicted in *In Custody*?
- e) Write down the character sketch of Swami.
- f) What is the significance of Murad's character in *In Custody*?

5x4

PART A

Q.2 How is the friendship between Deven and Murad depicted in the novel *In Custody*? **20**

Q.3 Elucidate the sentiments of nostalgia and a struggle to find emotional fulfilment through a comparative look at the narrators present and past in Kamala Das's 'My Grandmother's House.' **20**

Q.4 Who are the two Lady Rams referred to in the poem "Two Lady Rams" and what is the significance of the title of the poem? **20**

PART B

Q.5 Explore the implications of the central metaphor of "the journey" for life in the poem "Enterprise".

Q.6 How does the schoolboy narrative in *Swami and Friends* relate with India's colonial history and struggle for independence? **20**

Q.7 "I thought with a wistful pang of my own narrow bed at home." Who is the speaker? Describe the reminiscence of the speaker. **20**

End Semester Examination, May 2022
B.A. (Hons.) English – Fourth Semester
AMERICAN LITERATURE (BENG –DS- 402)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Attempt **(any four)** of the following:

Explain given lines with reference and context:

- a) O You fables spurning the known, eluding the hold
of the know, mounting to heaven!
You lofty and dazzling towers, pinnacled, red as roses,
burnish'd with gold!
- b) Cain lifts Crow, that heavy black bird
and strikes down Abel.
Damn, says Crow, I guess
this is just the beginning.
- c) What is the message of The Crack-Up?
- d) What is peculiar about Laura in The Glass Menagerie?
- e) What is the main message of Sula?
- f) What is the significance of the title Dry September by William Faulkner?

5x4

PART-A

Q.2 What are the characteristics of American Literature? Discuss a brief history of American literature. [CO-1] [L-1] **20**

Q.3 Does Laura fully understand her position and especially the responsibility that Tom feels for her? [CO-2] [L-2] **20**

Q.4 What is the possible symbolic significance of Eva's missing leg? How does it tie into the theme of deceptive appearances in *Sula*? [CO-3] [L-] **20**

PART-B

Q.5 How is the conclusion of Faulkner's "Dry September" a devastating critique of the South? [CO-5] [L-5] **20**

Q.6 What is the major thematic concern of Walt Whitman in his poem Passage to India examine? [CO-6] [L-7] **20**

Q.7 What do the crow and the falcon symbolize in the poem the crow Testament by Alexie Sherman Alexie? [CO-6] [L-6] **20**

End Semester Examination, May 2022
B.A. (Hons.) (English) – Fourth Semester
NINETEENTH CENTURY EUROPEAN REALISM (BENG-DS-403)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following in brief (**any four**):

- a) Anglo Wars with China.
- b) Reform Acts.
- c) Pax Britannica.
- d) Verismo.
- e) Mr. Marmeladov.
- f) Representation of Frogs in 'Fathers and Sons'.

5x4

PART-A

Q.2 Explain how the Victorian Age corroborated (strengthened) its political, social, and economic conditions and how it witnessed its trade expanding in several countries?

[CO2] [L-2] **20**

Q.3 Illustrate how Madam Bovary circumvented (avoided) her marital life and for what reason she committed suicide at last?

[CO2] [L-3] **20**

Q.4 Why does Raskolnikov murder two women? Was he a criminal? Either yes or no, explain.

[CO3] [L- 4] **20**

PART-B

Q.5 Explain the Russian revolutions and agitations that youth showed by taking reference to the texts you have read.

[CO2] [L-5] **20**

Q.6 Discuss how Wilfred Owen hails himself as an anti-war poet? Take reference to his work read by you.

[CO2] [L-2] **20**

Q.7 Ideate different precepts of love and feelings shown in the novel *Fathers and Sons*? Illustrate.

[CO4] [L-4] **20**

End Semester Examination, May 2022
B.A. (Hons.) (English) – Fourth Semester
LITERATURE IN CINEMATIC ADAPTATION (BENG-DS-404)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following (**any four**):

- a) Kinetoscope.
- b) Warner Brothers.
- c) Puro's husband.
- d) Juliet.
- e) Silent films.
- f) Trailors.

5x4

PART-A

Q.2 Identify the traits of the essay 'the language of Film: Signs and Syntax' in *How to Read a Film, The World of Movies, Media & Multimedia*. [CO- 2] [L- 1] **20**

Q.3 Discuss the term Cinematography. Trace its evolution. [CO- 4] [L- 2] **20**

Q.4 Evaluate the differences between the two cinematic adaptations of *Romeo & Juliet* by Franco Zeffirelli and Baz Luhrmann. [CO-3] [L-5] **20**

PART-B

Q.5 Describe the trauma of partition depicted in Amrita Pritam's *Pinjar* and its movie adaptation. [CO- 5] [L-1] **20**

Q.6 Analyze the narrator in the movie *Earth*. [CO- 1] [L-4] **20**

Q.7 Create your opinion on any movie that you have recently watched and that is a remarkable adaptation of its source text. In addition, explain how a movie can spread greater messages than its source text? [CO6-] [L-6] **20**

End Semester Examination, May 2022
B.A. (Hons.) (English) – Fourth Semester
FOLK TALES AND CHILDREN LITERATURE (BENG-DS-405)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Explain the following with reference to the context (**Attempt any five**):
- a) "I saw that on the paper there was the imprint of a small palm. It was not a photograph or oilpainting. A child's hand had been anointed with ink and pressed palm down on the paper."
 - b) But slumber hold me tightly till I waken in the dawn,
And hear the thrushes singing in the lilacs round the lawn.
 - c) All night across the dark we steer;
But when the day returns at last,
Safe in my room beside the pier,
I find my vessel fast.
 - d) Write a short note on 'Aesop's tales'.
 - e) Briefly discuss the moral of the Aesop's tale "The Hare and the Tortoise."
 - f) Describe the rules and regulations followed by all inhabitants of "The Land of Cards."
- 4x5**

PART-A

- Q.2 Critically analyze the character of Rahmat in the short story "Kabuliwala".
[CO-3] [L-3] **20**
- Q.3 Discuss the themes of Rabindranath Tagore's play "The Land of Cards."
[CO-2] [L- 2] **20**
- Q.4. Discuss briefly the features of Aesop's tales and why they are so popular.
[CO-1] [L-1] **20**

PART-B

- Q.5 Critically analyze the poem "My Bed is a Boat" by R. L. Stevenson. [CO-4] [L-4] **20**
- Q.6 Discuss *The Lion, the Witch and the Wardrobe* by C. S. Lewis as a fantasy novel for children.
[CO-5] [L-5] **20**
- Q.7 Critically analyze the poem 'A Good Boy' by R. L. Stevenson. [CO-6] [L-6] **20**

End Semester Examination, May 2022
B.A. (Hons) ENGLISH - Sixth Semester
MODERN EUROPEAN DRAMA (BENG-DS-601)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short answer to the following questions (**any four**):

(Question 1 consists of six sections out of which 'a' to 'c' are the passages for explanation with reference to the context, whereas 'd' to 'f' are short answer questions)

- a) "You and father have committed a great sin against me. It is your fault that I have made nothing of my life. Our home has been nothing but a playroom. I have been your doll-wife"
- b) "Was I sleeping, while the others suffered? Am I sleeping now? Tomorrow, when I wake, or think I do, what shall I say of today? That with Estragon my friend, at this place, until the fall of night, I waited for Godot?"
- c) "To be good to you, my son,
I shall be a tigress to all others"
- d) What does the Christmas Tree in *A Doll's House* symbolize?
- e) "Nothing to be done" What does this quote of Estragon signify?
- f) Highlight the absurdist elements in the play *Rhinoceros*.

5X4

PART-A

- Q.2 Examine *A Doll's House* as modern realistic drama. [CO- 2] [L-2] **20**
- Q.3 What led Nora's transformation from a submissive wife to an independent decision making woman? Examine and illustrate. [CO- 3] [L-3] **20**
- Q.4 What do you mean by 'epic theatre'? Assess *The Good Person of Szechwan* as an 'epic play'. [CO- 4] [L-4] **20**

PART-B

- Q.5 Assess *Waiting for Godot* as a representative play from the theatre of absurd. [CO- 5] [L-5] **20**
- Q.6 What types of characters do we find in the play *Waiting for Godot*? Do they evolve at any rate in the course of the play? [CO- 1] [L-1] **20**
- Q.7 How do you think Eugene Ionesco's *Rhinoceros* creates an understatement on an ideology through a farce? Create your opinion. [CO- 6] [L-6] **20**

End Semester Examination, May 2022
B.A. (English) – Sixth Semester
POSTCOLONIAL LITERATURE (BENG-DS-602)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Explain with reference to the context (**any two**) of the following:

a) Threshed out by beaters, the long rushes break

In a white dust of ibises whose cries
Have wheeled since civilization's dawn

b) Solar stone, pure among the regions

Of the world, Spain streaked
With blood and metal, blue and victorious

c) The night wind revolves in the sky and sings.

Tonight I can write the saddest lines.
I loved her, and sometimes she loved me too.

[CO1][L1] **5x2**

d) Write about the Igbo culture in the novel *Things Fall Apart*.

[CO3][L1] **10**

OR

Discuss the writing style of Gabriel García Márquez.

PART-A

Q.2 Discuss the history of Colonialism.

[CO1][L2] **20**

Q.3 Examine the character of Okonkwo. Is he able to fit into the role of the tragic hero? Justify your answer.

[CO3][L5] **20**

Q.4 How does Márquez use magic realism in the story? What is the result of it?

[CO2][L1] **20**

PART-A

Q.5 How does Pablo Neruda influence Postcolonial poetry?

[CO1][L1] **20**

Q.6 Describe the imagery used by Derek Walcott in his poem "A Far Cry from Africa".

[CO2][L2] **20**

Q.7 Critically examine the short story 'The Collector of Treasures.'

[CO5][L2] **20**

End Semester Examination, May 2022
B.A. (Hons.) English – Sixth Semester
LITERATURE OF INDIAN DIASPORA (BENG –DS- 603)

Time: 3 hrs.

Max Marks: **100**

No. of pages: *1*

Note: *Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.*

Q.1 Answer the following questions (*any four*):

- a) Write a brief note on 'Diaspora Literature'.
- b) What is the message of A Fine Balance?
- c) Who lives in the big house in tolling ton?
- d) Why does Gogol change his name in the Namesake?
- e) Write in brief rootedness and up rootedness.
- f) Why did The Namesake of his son become so important for Ashok?

5x4

PART-A

Q.2 Discuss the elements and characteristics of diasporic literature. [CO-1][L-1] **20**

Q.3 Give an account of the atrocities on low castes in rural India, as depicted in A Fine balance. [CO-2][L-2] **20**

Q.4 Why did Meena initially look up to Anita? [CO-3][L-3] **20**

PART-B

Q.5 Discuss Ashima's feeling of alienation in the United States. [CO-5][L-5] **20**

Q.6 Discuss diasporic experience in Meera Syal's Anita and Me. [CO-6][L-7] **20**

Q.7 In what ways is Ashoke a dutiful and loving husband to Ashima? In what ways is he emotionally distant? Discuss. [CO-6][L-6] **20**

End Semester Examination, May 2022

B.A. (English) – Sixth Semester LITERARY THEORY (BENG-DS-604)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer **any four** of the following:

- a) Gynocriticism.
- b) Aporia.
- c) Elaine Showlater.
- c) Hegemony.
- d) Brute Force.
- e) Occidents.
- f) Displacement.

[CO-3][L-4] **4x5**

PART-A

Q.2 Discuss Gramsci's theory on Hegemony and Power.

[CO-2][L-1] **20**

Q.3 Detail Derrida's deconstructive concept as a poststructuralist explanative theory.

[CO-3][L-2] **20**

Q.4 Mention different terms as given by Elaine Showalter in her thesis through which she discussed the lives of women writers?

[CO-1][L-3] **20**

PART-B

Q.5 Elaborate all sources of force as discussed in Mahatma Gandhi 'Passive Resistance' and 'Education', in *Hind*.

[CO-4][L-2] **20**

Q.6 *Edward Said's 'The Scope of Orientalism' in Orientalism* is a detailed essay on showing the tacts and process of colonization. Discuss.

[CO-5][L-1] **20**

Q.7 Analyze Sigmund Freud's ideas on 'Theory of Dreams', 'Oedipus Complex', and 'The Structure of the Unconscious' in his *The Modern Tradition*.

[CO-3][L-5] **20**

End Semester Examination, May 2022
BA JMC (International) Fourth Semester
DEVELOPMENT COMMUNICATION AND SDGS (BJMC (I)-DS-402)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Write short notes on:
- a) Per capita income.
 - b) Literacy in India.
 - c) Global warming.
 - d) Infant mortality rate.

[CO-1] [L-2] **5x4**

PART-A

- Q.2 Draw a contrast between the Dominant and Alternative paradigms. Discuss by giving relevant giving examples. [CO-1] [L-3] **20**
- Q.3 What do you understand by diffusion of innovations? Draw a distinction between the five categories of people and the way they adapt to innovation, with relevant examples. [CO-1] [L-3] **20**
- Q.4 Analyse how cinema can play a definitive role in development communication. [CO-1] [L-4] **20**

PART-B

- Q.5 What do you understand by Development Support Communication? Draw a communication plan for a social cause that mostly affects your area. [CO-2] [L-6] **20**
- Q.6 What is the importance of social media in development communication? Discuss how social media can be used for promoting Covid appropriate behavior among the youth. [CO-2] [L-2] **20**
- Q.7 Write an analytical article on **(any two)** of the following:
- a) Social marketing.
 - b) Mass media as a tool for development.
 - c) Folk media in development campaigns.

[CO-2] [L-4] **10x2**

End Semester Examination, May 2022

B.A. (Journalism and Mass communication) International – Fourth Semester
FILM AND VISUAL MEDIA APPRECIATION (BJMC (I)-DS-403)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 All questions are compulsory.

- a) Dhundiraj Govind Phalke directed the film
 - i) Raja Harish chandra
 - ii) Pundalik
 - iii) Sujatha
 - iv) Manzil
- b) Montage is a technique in
 - i) Film editing
 - ii) Filming
 - iii) Film Viewing
 - iv) Film theory
- c) Mise-en-scene literally means -
 - i) Put in the scene
 - ii) Painting
 - iii) Cinematography
 - iv) Camera angle
- d) Who invented the cinematograph
 - i) Lumiere Brothers
 - ii) Edison
 - iii) Chaplin
 - iv) Muybridge
- e) Who is the director of movie 'Mother India'?
 - i) Bimal Roy
 - ii) Guru Dutt
 - iii) Mehboob Khan
 - iv) Hrishikesh Mukherji
- f) Which was the first Indian Film nominated for Oscars?
 - i) Salaam Bombay
 - ii) Mother India
 - iii) Pather Panchali
 - iv) Lagaan
- g) Name the first color film of India.
 - i) Alam Ara
 - ii) Kisan Kanya
 - iii) Raja Harishchandra
 - iv) None of these
- h) Vishal Bhardwaj's directed 'Haider' was adapted from a famous Shakespearean play_____.
 - i) Hamlet
 - ii) Macbeth
 - iii) Julius Caesar
 - iv) Othello
- i) First talkie film of India 'Alam Ara' was directed by _____.
 - i) V. Shantaram
 - ii) Dada sahib Phalke
 - iii) Ardeshir Irani
 - iv) Himanshu Rai
- j) Rashomon was directed by _____.
 - i) Akira Kurosawa
 - ii) John Ford
 - iii) Yasujiro Ozu
 - iv) Eisenstein

2x10

PART A

Q.2 Do you think that cinema can work as a powerful tool for personal as well as social change? Support your answer by giving suitable examples. **20**

Q.3 Trace the history of cinema highlighting the important milestones. **20**

End Semester Examination, May 2022
BJMC – Fourth Semester
CHANGES AND CONVERGENCE IN DIGITAL MEDIA TECHNOLOGY
(BJMC (I)-DS-401)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Discuss Media Convergence with current examples and state your view on how it is importing the media industry. **20**

PART-A

- Q.2 Examine the role of digital culture with suitable case studies of how meme culture revolutionised social media. [CO-1] [L-3] **20**

- Q.3 What is the difference between culture of connectivity and mediatisation of culture? [CO-2] [L-2] **20**

- Q.4 Justify communication technologies keeping in mind the movies "ENEMY OF THE STATE". [CO-3] [L-5] **20**

PART-B

- Q.5 Explain the participation and collaboration within the digital cultures with current trends. [CO-1] [L-4] **20**

- Q.6 How is digital literacy is different from multimodality? Explain with an example? [CO-2] [L-2] **20**

- Q.7 Critically differentiate Hypertexts, Hyperwriting, Hyper reading with examples. [CO-2] [L-2] **20**

End Semester Examination, May 2022
BAJMC (International) — Fourth Semester
MEDIA PLANNING AND BUYING (BJMC (I)-DS-404)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Case study:

Create a media plan for Life Insurance Company of India. LIC is an Indian State owned insurance group and investment company headquartered in Delhi. It is the largest insurance company in India. The schedule will last for two months. The advertisements are in colour. The budget for the Print Campaign is Three crore.

Size: Magazine: Single and/ or Double spread

Newspaper: Half Page

Use rate card give below:

Daily Newspaper	Readers hip'000	Rates(in sq cm)	Magazine	Readers hip'000	Rates(in sq cm)
The Times of India	7965	4238	India Today(W)	6741	710900
DNA	810	2123	Vanitha(Malayalam)	2829	660000
The Hindu	3732	1770	Business India	654	395,000
The Economic	1535	2600	Business Today(F)	815	465,000
Lokmat	5887	691	Sarassalil(F) Hindi	1365	326000
Anandabazar	5653	870	Mathrubhumi	897	203,000
Nava Bharat(Hindi)	11398	1250	Grilaxami(Malayalam)	750	640000

[CO3] [L6] **20**

PART-A

Q.2 Explain the concept of 'Market segmentation' and 'Market Targeting' by giving examples. Define and explain the various types of Frequencies. [CO3] [L2] **20**

Q.3 Categorize and explain each step of media planning process. [CO2] [L4] **20**

Q.4 "Remarketing works by placing cookies on visitors devices when they meet specific criteria you set." Justify your answer with examples. [CO1] [L5] **20**

PART-B

Q.5 Critically evaluate how effective the online and traditional communications, as a medium will be for a company –led customer engagement for its brand(s)? [CO2] [L4] **20**

Q.6 Define NCCS and differentiate between NCCS and SEC ways of audience classification. [CO2] [L1, 2] **20**

Q.7 Explain the following concepts:

a) Media Audit.

b) Affiliate Marketing.

c) PARS

End Semester Examination, May 2022
BJMC (International) – Fourth Semester
INTERNATIONAL RELATIONS AND GLOBAL MEDIA PERSPECTIVES
(BJMC (I)-DS-405)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Explain the term 'globalization'. How has it impacted the media scenario in India? **20**

PART-A

Q.2 Analyse Global networks keeping in mind the idea of globalization. [CO-1] [L-3] **20**

Q.3 What are Trans-world production chains and BPOs /Call Centres? Differentiate between these with suitable examples. [CO-2] [L-2] **20**

Q.4 Discuss the barriers to the flow of News and Information in detail. [CO-3] [L-2] **20**

PART-B

Q.5 Explain media hegemony with respect to culture and globalization. [CO-1] [L-4] **20**

Q.6 Elucidate on the media conglomerates and monopolies with examples. [CO-1] [L-6] **20**

Q.7 Examine the rise of regional initiatives with relevant examples. Justify how these initiatives added to global media prospective? [CO-2] [L-2] **20**

End Semester Examination, May 2022
BAJMC (International) – Fourth Semester
DIGITAL MARKETING (BJMC (I)-DS-406)

Time: 2 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) Define 'E-newspaper'.
- b) What is Domain name?
- c) What do you understand with the term Aesthetic?
- d) What are the two major categories of digital media?

[CO-1] [L-1] **2½x4**

PART A

Q.2 Discuss the functioning and working of social media marketing in business. Explain with suitable examples. [CO-1] [L-01] **10**

Q.3 Discuss and analyze the promotional strategies one can adopt on email marketing platforms to speed up consumer engagement. Also, discuss how can you integrate Online and offline marketing? [CO-1] [L-04] **10**

Q.4 Critically evaluate the role of online marketing in modern times particularly in the times of crisis like COVID-19. [CO-2] [L-05] **10**

PART-B

Q.5 How one can use POEM in adding a dimension in digital marketing. Discuss. [CO-1] [L-03] **10**

Q.6 Explain the differences between Google Ad Words and Web analytics. What are the benefits of linking Ad Words with Google Analytics? [CO-1] [L-02] **10**

Q.7 "To design an effective content creation strategy for digital marketing, all the seven Steps are equally important." Do you agree? Design a digital marketing strategy for any product of your choice. [CO-2] [L-06] **10**

End Semester Examination, May 2022
BAJMC – Second Semester
WRITING FOR MEDIA (BJMC-DS-201)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) What do you mean by an editorial page?
- b) Mention any five principles of effective writing.
- c) Discuss the various types of leads in a news story.
- d) Explain the structure of a news story.

5x4

PART-A

Q.2 "Effective writing involves Planning, Drafting and Revising." Do you agree? With reference to the given statement discuss the elements of writing in detail.

[CO-1] [L- 2] **20**

Q.3 How is writing for radio different from writing from television? Analyze the essentials difference between a radio and TV script.

[CO- 1] [L-4]**20**

Q.4 Write a review of a novel/book that you have read recently.

[CO-3] [L-6] **20**

PART-B

Q.5 Prepare a 30 second radio ad script to launch a new product of your choice.

[CO-3] [L-6] **20**

Q.6 What you mean by an Op-Ed? How is different from a news story. Justify your answer with reference to the principles of writing for both.

[CO-1] [L- 5] **20**

Q.7 Write a feature for your blog on any topical issue.

[CO-3] [L-6] **20**

End Semester Examination, May 2022

BAJMC – Second Semester

ADVERTISING (BJMC-DS-202)

Time: 2 hrs.

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Select a company of your choice and outline the major components and considerations that you would include in the advertising plan. How would competitive situation affect the development of your plan? [CO-3] [L-6] **10**

PART-A

- Q.2 Differentiate between:
a) GRPs and TRPs
b) Frequency and Reach **5x2**

- Q.3 What is 'surrogate advertising'? Make a case for or against surrogate advertising. [CO-2] [L-4] **10**

- Q.4 Discuss in detail the DAGMAR approach with the help of an example. [CO-1] [L-2] **10**

PART-B

- Q.5 Write short notes on:
a) Audience affinity.
b) SOV. [CO-2] [L-2] **5x2**

- Q.6 "Media buying once a mundane function has acquired centre stage in the ad business." Analyse the given statement giving relevant arguments [CO-2] [L-2] **10**

- Q.7 Do you agree than "The economics of internet advertising is likely to make current compensation models obsolete"? Give logical reasons for your answer. [CO-3] [L-5] **10**

End Semester Examination, May 2022

BJMC- Second Semester

DESIGN AND GRAPHICS (BJMC-DS-203)

Time: 1½ hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Write short notes.
- a) Semantics.
 - b) Rule of third.
 - c) Metaphors.
 - d) Screen printing.
 - e) Primary colours.

2x5

PART-A

- Q.2 What is importance of visual aesthetics? Explain how visual aesthetics can be maintained in Microsoft Word? [CO-1] [L-2] **10**
- Q.3 Describe and explain the basic elements of design. [CO-1] [L-2] **10**
- Q.4 How do the basic principles of design layout help a designer in creating impactful designs? [CO-1] [L-3] **10**

PART-B

- Q.5 What is typography? How do the different classifications of type affect the page design? [CO-2] [L-4] **10**
- Q.6 Trace the history and evolution of printing technologies, with reference to their impact on ease of use. [CO-3] [L-5] **10**
- Q.7 Describe and explain different printing methods. [CO-3] [L-2] **10**

End Semester Examination, May 2022
BJMC – Second Semester
MEDIA ISSUES AND DEBATES (BJMC-DS-204)

Time: 2 hrs.

Max Marks: **50**

No. of pages: *1*

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Elucidate the terms: Education, Poverty and Religion. Analyse their relevance in the functioning of the society. **1x10**

PART-A

- Q.2 Elaborate on the 'intercultural relations in Indian society'. [CO-1] [L-3] **10**
- Q.3 What do you understand by the term: 'media hegemony'? How has media hegemony affected the international relations? [CO-2] [L-2] **10**
- Q.4 Why do you think traditional media is still relevant for inducing and sustaining development in current times of media boom? [CO-3] [L-5] **10**

PART-B

- Q.5 What is yellow journalism? Analyse reasons of for its growth. [CO-1] [L-4] **10**
- Q.6 How do you think media can be an effective tool in putting an end to violence in the society? [CO-1] [L-6] **10**
- Q.7 Detail the term 'popular culture'. Analyse its role in development of modern culture. [CO-2] [L-2] **10**

End Semester Examination, May 2022

BAJMC – Second Semester

FILM APPRECIATION (BJMC-DS-205)

Time: 2 hrs.

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) Write a short note on 'contributions of V Shantaram in Indian Cinema'.
- b) How does plot affects a story narrative?
- c) How does recording location sound affect the process of filmmaking?
- d) Write a short note on 'story board'.

2½ x4

PART-A

Q.2 Elucidate the concept of Crossover Cinema with suitable examples. [CO-1] [L-2] **10**

Q.3 How does different elements of a story interact to create a smooth narrative?

[CO-2] [L-3] **10**

Q.4 Explain the different stages of film production.

[CO-2] [L-4] **10**

PART-B

Q.5 Analyse the role of conflict in development of narrative, giving suitable examples.

[CO-2] [L-2] **10**

Q.6 What is folly and how does it contribute in a film production process?

[CO-3] [L-5] **10**

Q.7 As a film PR Manager, create a film promotion plan for a family drama 'First Class'. Also, present the time line for rolling the PR plan and important milestones.

[CO-3] [L-6] **10**

End Semester Examination, May 2022

BJMC- Fourth Semester

PUBLIC RELATIONS (BJMC-DS-401)

Time: 2 hrs.

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Write short notes.
- a) Publics.
 - b) Propaganda.
 - c) Media Pitching.
 - d) PRCI.
 - e) Press Release.

2x5

PART-A

- Q.2 Define 'public relations'. How it is different from propaganda? Explain your perspective with contemporary examples. [CO-1] [L-2] **10**
- Q.3 What is a crisis? Do you think Media occupies the center stage in the crisis communication situation? Explain with relevant examples. [CO- 1] [L-5] **10**
- Q.4 PR and media share a symbiotic relationship with each other. Discuss this statement in the context of interdependence of PR and Media. [CO-2] [L-3] **10**

PART-B

- Q.5 Discuss the relevance of ethics in PR with relevant examples. [CO-2] [L-3] **10**
- Q.6 Define 'internal communication' and its various tools used for communicating internal publics. [CO-2] [L-2] **10**
- Q.7 Define 'Corporate Social Responsibility (CSR)' and discuss any one of the well known CSR campaigns undertaken by a company. [CO-3] [L-6] **10**

End Semester Examination, May 2022
BJMC – Fourth Semester
ONLINE JOURNALISM AND MOBILE JOURNALISM (BJMC-DS-402)

Time: 2 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following question in three to five sentences each.

- a) What is mobile journalism?
- b) What do you understand with the term 'hybrid newspaper'?
- c) Define 'internet TV'.
- d) What are the two major issues of ethics in online news story ?

[CO-1,2,3,4][L-2] **2½x4**

PART-A

Q.2 Enumerate the contribution of online news websites in spreading the message of socio-economic development in post 2000 era. [CO-1,2][L-2] **10**

Q.3 Discuss the major sources of online journalism. [CO-1,2][L-2] **10**

Q.4 "The most useful man of a online journalism is one who can edit". Does editing determine the quality of online production? What are the principle of copy editing? [CO-3][L-3] **10**

PART-B

Q.5 Explain the tools used in online journalism with relevent examples. [CO-4][L-2]**10**

Q.6 Critically analyse the role of social media in spreading information during Covid-19. [CO-4][L-3] **10**

Q.7 Discuss the ethical issues that have been in the news keeping mobile journalism reporting as the central idea. [CO-5][L-5] **10**

End Semester Examination, May 2022
B.A. (Journalism and Mass Communication) – Fourth Semester
DEVELOPMENT COMMUNICATION (BJMC-DS-403)

Time: 3 hours

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Explain the following:
- a) Third World Countries.
 - b) Primary Sector and Tertiary Sector.
 - c) E-governance.
 - d) Waste management.
 - e) Niti Ayog.

4x5

PART-A

- Q.2 What are the SDGs? Discuss the SDGs citing the contexts. [CO1,L2] **20**
- Q.3 "Foreign aid can be both a boon and bane for developing countries". Justify the statement, explaining its advantages and pitfalls in detail. [CO2,L5] **20**
- Q.4 What do you understand by the concepts of core and periphery? Draw a distinction between the characteristics of these countries with suitable example. [CO1, L4] **20**

PART-B

- Q.5 Identify a programme of the Government and elaborate objectives, target audience and the communication strategies adopted. [CO1, L5] **20**
- Q.6 What do you understand by mass media approach to development? Develop a communication plan for any one social issue on the basis this approach. [CO1, L6] **20**
- Q.7 "Traditional media plays an important role in the development process". Do you agree with this statement? Give reasons to justify your answer. [CO2, L5] **20**

End Semester Examination, May 2022
B.A. (JMC) – Fourth Semester
ECONOMIC DEVELOPMENT AND PLANNING IN INDIA (BJMC-DS-404)

Time: 2 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 How has Industrial Policy 1991, affected the development, education and poverty in India? Give examples to support your arguments. **10**

PART-A

- Q.2 What do you understand by the Sectorial Development in India? Give relevant examples to support your answer. [CO-1] [L-3] **10**
- Q.3 How would you define privatization? Explain its features in context of the Indian economy. [CO-2] [L-2] **10**
- Q.4 Discuss the nuances of Public Sector in India. Analyse, how it constitutes to economic growth in the country. [CO-3] [L-5] **10**

PART-B

- Q.5 Explain FDI with 3 case studies where FDI played an important role in direct economic growth. [CO-1] [L-4] **10**
- Q.6 How have Small-Scale Industries and cottage Industries contributed to economy of the country. [CO-1] [L-6] **10**
- Q.7 Write a note on 'Niti Ayog'. What role does it play in development of five year plans? [CO-2] [L-2] **10**

End Semester Examination, May 2022
B.A. (JMC) – Fourth Semester
ANCHORING AND RADIO PRODUCTION (BJMC-DS-405)

Time: 2 hrs.

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Write short notes on:
- a) Pre-Production.
 - b) AIR.
 - c) Radio as the theatre of the mind.
 - d) Sound effects.
 - e) Pitch.

2x5

PART-A

- Q.2 What are the duties and responsibilities of a Radio Jockey? Draw a distinction between a RJ and a Radio News anchor. [CO-1] [L-3] **10**
- Q.3 Explain how anchoring can be done for different radio formats. What are the different techniques used? CO- 1] [L-1] **10**
- Q.4 What are the principles to be kept in mind while writing for radio? Write a three minute script for a radio program format of your choice. [CO-2] [L-6] **10**

PART-B

- Q.5 What is voice modulation? What are the techniques of modulating our voice for radio? [CO-1] [L-1] **10**
- Q.6 What is audio editing? Explain the basic principles of audio editing. [CO-3] [L-2] **10**
- Q.7 What are the ethical concerns in radio broadcasting? Discuss the guidelines and code of ethics for a radio presentation in India. [CO- 2] [L-2] **10**

End Semester Examination, May 2022
B.A. (Journalism and Mass communication) – Fourth Semester
HEALTH COMMUNICATION (BJMC-DS-406)

Time: 2 hrs.

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions briefly:

- a) What is Tele-Medicine?
- b) What do you understand with the term Health literacy?
- c) Mention some of the health issues prevalent in India today.
- d) What do you mean by Patient centered communication?

[CO-1] [L-1] **2½x4**

PART-A

Q.2 What do you mean by health communication? Discuss its objective and relevance in the contemporary scenario with special reference to Covid 19. [CO1, L2] **10**

Q.3 Critically assess the role of digital media in health promotion, especially in rural India. [CO2, L4] **10**

Q.4 Examine the role of communication in enhancing public health. Give relevant examples to support your answer. [CO2, L3] **10**

PART-B

Q.5 Analyse the role of TV Advertisement in promoting awareness about health related issues. [CO2, L4] **10**

Q.6 Design a media campaign for health awareness on mental health. [CO2, L6] **10**

Q.7 Folk media can be used strategically by Health Communicators for promoting awareness on health issues in rural areas. Do you agree? Justify the statement giving examples.

[CO2, L5] **10**

End Semester Examination, May 2022
B.A. (Journalism and Mass communication) – Six Semester
GLOBAL MEDIA SCENARIO (BJMC-DS-601)

Time: 2 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on (**any four**) of the following:

- a) World War-2.
- b) Russia-Ukraine war.
- c) United Nations.
- d) Third world countries.
- e) Media Ethics.

2½x4

PART-A

Q.2 What are the barriers to the flow of news and information? Has globalization neutralized these barriers? Give your analysis of the scenario with examples.

[CO1, L1] **10**

Q.3 The difference between the North and South are a legacy of the Colonial past where dominance and oppression were more marked. Discuss the dimensions of these differences.

[C1, L2] **10**

Q.4 Do you think that the internet is a democratic media? Discuss in the context of growing trends of citizen journalism and blogging.

[CO2, L4] **10**

PART-B

Q.5 Discuss how the rise of Al-Jazeera has led to a change in the culture of broadcasting in International Media.

[CO 2, L2] **10**

Q.6 Critically examine the use of media by power blocks and super powers.

[CO3, L6] **10**

Q.7 Discuss your views about integration between information and armaments and close encounters between information and armament, media and military.

[CO3, L2] **10**

End Semester Examination, May 2022
B.A. (Journalism and Mass Communication) – Sixth Semester
HUMAN RIGHTS AND MEDIA (BJMC-DS-602)

Time: 2 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Explain the following:

- a) UNHCR.
- b) NHRC.
- c) Right to Information.
- d) Justice.
- e) Equality.

2x5

PART-A

- 2 What is the basic nature of human rights? Discuss, giving examples. (CO1,L2) **10**
- 3 Human rights are an important benchmark for democracy. Justify the statement, giving examples. (CO2,L5) **10**
- 4 What do you understand by the concept of unity in diversity? Write a 250-word article on this concept, giving examples. (CO1,L6) **10**

PART-B

- 5 Select a case of human rights violation and discuss in detail its background. Give account of lessons learnt for future implementation. (CO1,L5) **10**

What do you understand by Universal Declaration of Human Rights? Explain its various postulates, giving the contexts. (CO1,L2) **10**

Cinema plays an important role in creating awareness about human rights. Do you agree with this statement? Give reasons, justifying your answer. (CO2,L5) **10**

End Semester Examination, May 2022
OPEN ELECTIVE – COMMON FOR ALL BRANCHES
DIGITAL MARKETING (JMC-OE-003)

Time: 2 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions in brief:

- a) Define 'e-paper'.
- b) What is Thumbnail?
- c) What do you understand with the term; Aesthetic?
- d) What are the two major categories of digital media?

[CO1] [L1] **2½×4**

PART-A

Q.2 Discuss the functioning and working of email marketing in business. Explain with suitable examples. [CO1] [L1] **10**

Q.3 Discuss and analyze the promotional strategies one can adopt on social media platforms to speed up consumer engagement. Also, discuss how can you integrate Online and offline marketing. [CO1] [L4] **10**

Q.4 Critically evaluate the role of digital marketing in modern times particularly in the times of crisis like COVID-19. [CO2] [L5] **10**

PART-B

Q.5 How one can use SEO in adding a dimension in Digital marketing? Discuss it in detail. [CO1] [L3] **10**

Q.6 Explain the differences between Google AdWords and Web analytics. What are the benefits of linking AdWords with Google Analytics? [CO1] [L2] **10**

Q.7 "To design an effective content creation strategy for digital marketing, all the seven steps are equally important." Do you agree? Design a digital marketing strategy for any product of your choice. [CO2] [L6] **10**

End Semester Examination, May 2022
M.A. (English) — Second Semester
EIGHTEENTH CENTURY LITERATURE (MENG-DS-201)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on **(any four)**:

- a) Millament
- b) Epistle
- c) Comedy of Manners
- d) William Wycherley
- e) St Cecilia Day
- f) Heroic Couplet

5×4

PART-A

Q.2 Mention historical and cultural developments of 18th Century Britain in detail.

[CO2] [L1] **20**

Q.3 Discuss the treatment of fashion and mannerism in William Congreve's *The Way of the World*.

[CO4] [L2] **20**

Q.4 Critically analyze Alexander Pope's *An Epistle to Dr. Arbuthnot* or *An Essay on Man*.

[CO3] [L4] **20**

PART-B

Q.5 Illustrate Daniel Defoe's *Robinson Crusoe* as a work on strange adventures.

[CO 5] [L3] **20**

Q.6 Jonathan Swift's *Tale of a Tub* is a satire on intellectuals. Elucidate how? [CO1] [L5] **20**

Q.7 John Dryden's *Mac Flecknoe* and *Alexander's Feast* are harsh and sharp satires on few arm chair writers. Make your answer in this perspective. [CO6] [L6] **20**

End Semester Examination, May 2022
M.A. (English) — Second Semester
ENGLISH ROMANTIC POETRY (MENG-DS-202)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART A** and **TWO** questions from **PART B**. Marks are indicated against each question.

Q.1 Explain with reference to the context (**any four**) of the following:

- a) Hail to thee, blithe Spirit!
Bird thou never wert,
That from Heaven, or near it,
Pourest thy full heart
In profuse strains of unpremeditated art.
- b) Where are the songs of spring? Ay, Where are they?
Think not of them, thou hast thy music too,—
While barred clouds bloom the soft-dying day,
And touch the stubble-plains with rosy hue;
- c) Stern Daughter of the Voice of God!
O Duty! if that name thou love
Who art a light to guide, a rod
To check the erring, and reprove;
- d) There was racing and chasing on Cannobie Lee,
But the lost bride of Netherby ne'er did they see.
So daring in love, and so dauntless in war,
Have ye e'er heard of gallant like young Lochinvar?
- e) One shade the more, one ray the less,
Had half impaired the nameless grace
Which waves in every raven tress,
Or softly lightens o'er her face;
Where thoughts serenely sweet express,
How pure, how dear their dwelling-place.
- f) Away! away! for I will fly to thee,
Not charioted by Bacchus and his pards,
But on the viewless wings of Poesy,
Though the dull brain perplexes and retards:

5×4

PART-A

- Q.2 Comment on William Blake as a social critic by analyzing the poems you have read. **20**
- Q.3 Discuss William Wordsworth as a poet of nature by analyzing his poem "The Prelude". **20**
- Q.4 Discuss the supernatural element in Coleridge's poem "Kubla Khan". **20**

PART-B

- Q.5 What is the central message of the poem "Asia" by P. B. Shelley. **20**
- Q.6 Give a critical analyze "Ode on a Grecian Urn" **20**

End Semester Examination, May 2022
M.A. (English) — Second Semester
CRITICAL THEORY: PLATO TO ARNOLD (MENG-DS-203)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer briefly (**any two**) of the following:

- a) Aristotle's concept of tragic catharsis.
- b) Plato's view of poetry as Mimesis.
- c) According to Philip Sidney in what way poetry is superior to history.
- d) Hamartia according to Aristotle.

5×4

PART-A

Q.2 Why does Plato say that poets should be banished from an ideal state? Discuss Plato's views as expressed in his book "*Republic Book X*". **20**

Q.3 Discuss in detail Aristotle's concept of 'tragic hero' as expressed in *Poetics*. **20**

Q.4 What are the main ideas presented by Philip Sydney in his "*An Apology for Poetry*"? Discuss in detail. **20**

PART-B

Q.5 Who are the four debaters in John Dryden's "*Essay on Dramatic Poesy*"? Discuss their views. **20**

Q.6 Why is Johnson's Preface to Shakespeare a landmark in Shakespearian criticism? Critically analyze. **20**

Q.7 What does Arnold mean by criticism's duty "*to make the best ideas prevail*"? Discuss Matthew Arnold's views on the function of criticism in his work "*Function of Criticism at the Present Times*". **20**

End Semester Examination, May 2022
M.A. (English) – Second Semester
AMERICAN LITERATURE (MENG-DS-204)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Explain with reference to the context **any two** of the following:

- a) Before them over their heads to dry in the sun.
But I was going to say when Truth broke in
With all her matter-of-fact about the ice-storm
I should prefer to have some boy bend them.
- b) 'I haven't been. Go, look, see for yourself.
But, Warren, please remember how it is:
He's come to help you ditch the meadow.
He has a plan. You mustn't laugh at him.
- c) Some say the world will end in fire,
Some say in ice.
From what I've tasted of desire
I hold with those who favor fire.
- d) I found a dimpled spider, fat and white,
On a white heal-all, holding up a moth
Like a white piece of rigid satin cloth--
Assorted characters of death and blight

[CO-3] [L-4] **2x10**

PART-A

Q.2 The novel 'Portrait of a Lady' is largely devoted to the character of Isabel Archer. How does James use his psychological portrayal of Isabel to justify her decision to surrender her treasured independence in order to marry Osmond? [CO-2] [L-1] **20**

Q.3 Describe the imagery used by Robert Frost in his poem 'Briches'. [CO-3] [L-2] **20**

Q.4 Examine and explain the writing style of 'Arthur Miller'. [CO-1] [L-3] **20**

PART-B

Q.5 Illustrate on Henry James use of psychological realism in his novel 'Portrait of a Lady'. [CO-4] [L- 2] **20**

Q.6 Discuss how Saul Bellow portrays the character of Moses Herzog in his novel. [CO-5] [L-1] **20**

Q.7 What evidence can we find to show that Willy misses the distinction between being loved and being well liked? What are the consequences of Willy's failure to distinguish between the two? [CO-3] [L-5] **20**

End Semester Examination, May 2022
M.A. (English) – Fourth Semester
INDIAN WRITING IN ENGLISH (MENG-DS-401)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief (**any four**):

- a) What is the purpose of Sohini's assault in *Untouchable*?
- b) How does Margayya become rich?
- c) What is the significance of the title, *The God of Small Things*?
- d) How food is used as a literary device in the novel *The Inheritance of Loss*?
- e) Write down the character sketch of Juggut Singh.
- f) Explain with reference to the context:

Dear eyes, good-night,
In golden light
The stars around you gleam;
On you I press
With soft caress
A little lovely dream.

5x4

PART-A

Q.2 On the basis of the novel 'The Financial Expert' prove that love of money is the root of all evil. **20**

Q.3 Define 'subalternity'. The novel *Untouchable* presents a remarkable opening for the Indian English writers to investigate new world of subalterns. Explain in detail. **20**

Q.4 Does *The God of Small Things* have one definite protagonist? If so, who is it and why? If not, why does the novel need no single protagonist? **20**

PART-B

Q.5 Discuss the judge's feelings for Sai, who was "perhaps the only miracle fate had thrown his way". The cook treated Sai like a daughter. Discuss their relationship. **20**

Q.6 What are the issues highlighted in *The Train to Pakistan*? Write a detailed note on the themes in the novel. **20**

Q.7 Trace out the growth and development of 'Indian English Poetry' with special mention to the poets that you have read. **20**

End Semester Examination, May 2022
M.A. (English) – Fourth Semester
WORLD LITERATURE (MENG-DS-402)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Write short answer to **any four** of the following questions.
(Question **1.a to 1.b** are explanation with reference to the context, whereas **1.c and 1.f** are short answer questions)
- a) "So, you ask me the name I'm known by, Cyclops?
I will tell you. But you must give me a guest-gift
as you've promised. Nobody—that's my name. Nobody
so my mother and father call me, all my friends.
 - b) "This brings nobody peace. The ancient war
between obsession and responsibility
will never finish and has been the same"
 - c) "Abandon hope, all ye who enter here!" What is signified by this inscription on the
gate of the hell?
 - d) Who coined the term 'World Literature'? What does this signify?
 - e) What is the significance of the Vedantic prescription of 'That thou are!' in the
overall artistic design of the novel *The Serpent and the Rope*?
 - f) Discuss Alice Munro as a short story writer. **5x4**

PART-A

- Q.2 '*The Odyssey* is a heroic journey that is both physical and spiritual'. Examine with
reference to the purpose of the journey and the overall message that it conveys.
[CO-4] [L-4] **20**
- Q.3 Draw a brief outline of the Dante's visit to the Hell. In what way the Inferno presents
mental-spiritual test for Dante? [CO-1] [L-1] **20**
- Q.4 Examine Goethe's *Faust* as an epic poem dealing with basic questions of morality
without sounding moralistic. [CO-3] [L-3] **20**

PART-B

- Q.5 "*The Serpent and the Rope* is a great philosophical novel establishing the
metaphysical and intellectual tradition of India in the West." Examine.
[CO-5] [L-5] **20**
- Q.6 Examine Kawabata's thematic concerns in *Thousand Cranes*. [CO-2] [L-2] **20**
- Q.7 Evaluate the contribution of Derek Walcott in the world Poetry. [CO- 6] [L- 6] **20**

End Semester Examination, May 2022
MAJMC – Second Semester
GLOBAL MEDIA SCENARIO (MJMC-DS-201)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Attempt **any four** questions:

- a) Write do you mean by unipolar world.
- b) Write down the full forms of: ASEAN, UNDP, UNESCO, USSR and EEC.
- c) What are G-8 countries in the world?
- d) Write a brief note on 'new information age'.
- e) What are transnational news agencies? Give examples.

5x4

PART-A

Q.2 What is New World Information Order? What contribution did Non-Aligned News Agencies Pool (NANAP) make in establishing New World Information Order?

[CO-1] [L-2] **20**

Q.3 Analyze the role of UN in bridging the gap between North and South. [CO-3] [L-4] **20**

Q.4 What do you understand by Cultural Imperialism? Do you think it is irrelevant after the end of cold war? Justify your answer. [CO-2] [L-5] **20**

PART-B

Q.5 What is the relevance of McBride Commission report in present global media scenario? Discuss. [CO-2] [L-2] **20**

Q.6 Critically examine the use of media by power blocks and super powers. [CO-3] [L-5] **20**

Q.7 Analyze the phenomenon of digital divide in the context of developing and poor countries. [CO-2] [L-4] **20**

End Semester Examination, May 2022
MAJMC – Second Semester
COMMUNICATION RESEARCH (MJMC-DS-202)

Time: 2 hrs.

Max Marks

No. of questions

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) What is mass communication research?
- b) What is the meaning of Sample?
- c) Define 'Data Literacy'.
- d) How would you define 'questionnaire'?
- e) What do you understand by survey research?

PART-A

Q.2 Discuss the characteristics of evaluative research, giving examples. [CO-1] |

Q.3 Illustrate the main steps involved in sampling. [CO-2] |

Q.4 Outline the steps necessary to ensure reliability and validity of a research study. [CO-2] |

PART-B

Q.5 Differentiate between 'primary and secondary sources of data'. [CO-2] |

Q.6 Rank the three types of surveys; exploratory, descriptive, and causal on the basis of their importance in communication research. Give appropriate examples to support your answer. [CO-3] |

Q.7 Develop in sequence, the steps required to analyse commercial advertisements in two English magazines of your choice. [CO-3] |

End Semester Examination, May 2022
MJMC – Second Semester
ONLINE JOURNALISM AND MOBILE JOURNALISM (MJMC-DS-203)

Time: 2 hrs.

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 a) Mention two disadvantages of Online Journalism and Mobile Journalism.
 b) Mention two types of journalism before the advent of Online Journalism and Mobile Journalism.
 c) Mention two elements of Online Journalism.
 d) What differentiates Mobile Journalism from Online Journalism?
 e) Mention two major ethical issues in Online and Mobile Journalism. **2x5**

PART-A

- Q.2 What is the timeline when the Online Journalism began? Discuss the Changing landscape of media since nineteenth century till the advent of Online Journalism. **10**
- Q.3 Discuss the major elements of Online Journalism with example. **10**
- Q.4 How do we gather and create stories of online and mobile journalism. **10**

PART-B

- Q.5 How did mobile technology lead to the beginning of Mobile Journalism? Discuss the impact of Mobile Journalism of traditional media. **10**
- Q.6 Discuss the structure and delivery system of mobile journalism. **10**
- Q.7 What do we mean by Cyber security? Discuss the internet laws and issues related to it especially in context of mobile journalism. **10**

End Semester Examination, May-2022
MA (Journalism and Mass communication) – Second Semester
FILM APPRECIATION (MJMC-DS-204)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Choose the correct option:

- a) Who is the director of movie 'Do Bigha Zameen'?
 - i) Bimal Roy
 - ii) Guru Dutt
 - iii) Mehboob Khan
 - iv) Hrishikesh Mukherji
- b) Which was the first Indian Film nominated for Oscars?
 - i) Salaam Bombay
 - ii) Mother India
 - iii) Pather Panchali
 - iv) Lagaan
- c) Name the first color film of India.
 - i) AlamAra
 - ii) Kisan Kanya
 - iii) Raja Harishchandra
 - iv) None of these
- d) Vishal Bhardwaj's directed 'Omkaara' was adapted from a famous Shakespearean play _____.
 - i) Hamlet
 - ii) Macbeth
 - iii) Julius Caesar
 - iv) Othello
- e) Recce is done at _____ stage.
 - i) Post-production
 - ii) Production
 - iii) Pre-production
 - iv) All of these
- f) Which one of these is not an element of story-telling?
 - i) Character
 - ii) Theme
 - iii) Setting
 - iv) Location hunting
- g) VFX and CGI stands _____.
 - i) Visual Effects and Camera Generated Image
 - ii) Visual Effects and Computer Generated Imagery
 - iii) Visual Effects and Camera Generic Image
 - iv) None of these
- h) Name the first film of Dharma Productions.
 - i) Kabhie Kabhie (1976)
 - ii) Dostana (1980)
 - iii) Agnipath (1990)
 - iv) Kuch KuchHota Hai (1998)
- i) Who is known as the father of Indian Cinema?
 - i) Ardeshir Irani
 - ii) Dada sahib Phalke
 - iii) V. Shantaram
 - iv) HimanshuRai
- j) First talkie film of India 'AlamAra' was directed by _____.
 - i) V. Shantaram
 - ii) DadasahebPhalke
 - iii) Ardeshir Irani
 - iv) HimanshuRai

2x10

PART-A

Q.2 Define 'Genre'. Explain the various film genres in detail with relevant examples. **20**

Q.3 'Cinema is the mirror of the society'. Critically analyze the statement with suitable examples. **20**

End Semester Examination, May 2022

MAJMC – Second Semester PRINT MEDIA (MJMC-DS-205)

Time: 2 hrs.

Max Marks: **50**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Attempt **any two** questions:

- a) What do you mean by News Agencies?
- b) Briefly discuss the principles of good news editing.
- c) What is an Op-Ed?

5x2

PART-A

Q.2 What do you understand by news values? Do they play significant role in selecting news for the newspaper? Justify your answer. [CO-1] [L-5] **10**

Q.3 Analyse the challenges faced by the print media in the digital era. [CO-2] [L-4] **10**

Q.4 "Headlines perform the functions of indexing, summarizing and advertising the news story." Justify the given statement emphasizing on the significance of headline in a news story. [CO-2] [L-5] **10**

PART-B

Q.5 Layout and page planning 'frames' the news. Analyze how graphics photograph cartoons contribute to the display and presentation of news. [CO-3] [L-4] **10**

Q.6 Write an Editorial on any topical issue of your choice. **(500-750 words)** [CO-3] [L-6] **10**

Q.7 Discuss the elements and principles of design in detail. [CO-1] [L-2] **10**

End Semester Examination, May 2022

MAJMC – Second Semester PRINT MEDIA (MJMC-DS-205)

Time: 2 hrs.

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Attempt **any two** questions:

- a) What are the types of leads?
- b) Illustrate the qualities of a news reporter.
- c) What do you mean by Column writing?

5x2

PART-A

Q.2 What do you understand by news values? Do they play significant role in selecting news for the newspaper? Justify your answer. [CO-1] [L-5] **10**

Q.3 What do you understand by 5 W's and 1 H in a news story? Supposing that you are a journalist for a national daily, write a news report on any recent incident of your choice in not more than 300 words. [CO-3] [L-6] **10**

Q.4 "Photographs in newspaper enhance the credibility of the stories. As they depict reality, they also furnish evidence to show the authenticity of a news story." Justify the given statement with suitable examples. [CO-2] [L-5] **10**

PART-B

Q.5 "A Headline that heads a report highlighting the news in it."- Does it convey the real meaning of Headline? Critically analyze the statement with examples. [CO-3] [L-4] **10**

Q.6 Write a Feature for your blog on any topical issue of your choice. (**500-750 words**) [CO-3] [L-6] **10**

Q.7 "Editorials reflect the opinion of the newspaper." With reference to the given statement, discuss the significance of editorials for a publication house. Also, explain how is it different from a news report. [CO-2] [L-2] **10**

End Semester Examination, May 2022

MJMC – Second Semester

DIGITAL MARKETING (MJMC-DS-206)

Time: 2 hrs.

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Discuss Digital Media, Digital Natives and Digital Immigrants give suitable examples of each others. **10**

PART-A

- Q.2 Analyse the role Digital Media in India Society. Elaborate the impact it is making in evolution of India society. [CO-1] [L-2] **10**
- Q.3 How do various content types in digital media contribute to its popularity? [CO-2] [L-3] **10**
- Q.4 Write a sports article on an IPL match of your choice for digital portal. [CO-1] [L-6] **10**

PART-B

- Q.5 What in your opinion led to introduction of Citizen Journalism? Explain the role a citizen journalist plays. [CO-2] [L-4] **10**
- Q.6 What constitutes cyber-crime? Discuss a case study of your choice. [CO-1] [L-3] **10**
- Q.7 What are the challenges of writing for digital media? How can one handle these challenges? [CO-2] [L-4] **10**

End Semester Examination, May 2022
MAJMC – Fourth Semester
HEALTH COMMUNICATION (MJMC-DS-407)

Time: 2 hrs.

Max Marks: **50**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Attempt **any two** questions:

- a) What do you mean by Health Education?
- b) Enlist the skills that you will use for effective communication with patients.
- c) Write a brief note on 'Telemedicine'.

5x2

PART-A

Q.2 What is 'Health Communication'? Discuss the objectives and functions of health communication. [CO-1] [L-2] **10**

Q.3 Analyze the role of advertisements in promoting awareness about health-related issues. [CO-2] [L-4] **10**

Q.4 Examine the role of participatory communication in a health campaign. [CO-2] [L-5] **10**

PART-B

Q.5 What is health literacy? Analyse its importance in the current scenario. [CO-1] [L-4] **10**

Q.6 "Mass media can be an effective tool for healthcare promotion in India." Do you agree? Justify your answer with an emphasis on various health campaigns in India. [CO-3] [L-5] **10**

Q.7 Design a campaign plan to spread awareness on mental health. [CO-3] [L-6] **10**