

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — Third Semester
LIFESTYLE AND FASHION JOURNALISM (BAMC-DE-301)

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:
- a) Mention the brand ambassadors of the brands: Nykaa; Maybelline India.
 - b) Name any two famous fashion photographers of India.
 - c) What do you mean by trend?
 - d) Name any two famous Bollywood dress designers with their popular collection of dress.
 - e) Name any two entertainments and lifestyle programme on television & OTT.
 - f) Define fashion communication with examples.
 - g) Mention any two global fashion brands with product details.
 - h) Who is a fashion critic?
 - i) Mention the names of any two fashion bloggers.
 - j) What do you mean by paparazzi? **2×10**

PART-A

- Q.2 What do you mean by lifestyle journalism? In what ways it is different from traditional news reporting? [CO1][L2] **20**
- Q.3 Explain how cinemas influence fashion and lifestyle? Provide examples of films that have had a significant impact on fashion trends. [CO1][L2] **20**
- Q.4 "Fashion is a visual language and can be a powerful tool of communication if creativity is added". Do you agree? Justify your argument. [CO3][L5] **20**

PART-B

- Q.5 Write a lifestyle article (200-250 words) on any recent news, event or trends. [CO2][L6] **20**
- Q.6 What are the ethical challenges that fashion journalists may face when covering the fashion industry and how can they address these challenges in their reporting? [CO3][L2] **20**
- Q.7 Analyze the impact of fashion bloggers and magazines on society's perception of fashion and style. [CO1][L4] **20**

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — Third Semester
SCIENCE COMMUNICATION (BAMC-DE-302)

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 the following:

- a) Horticulture.
- b) Bermuda triangle.
- c) Green revolution.
- d) E-Waste management.

5×4

PART-A

Q.2 Define 'science journalism'. Discuss the historical context of science journalism in India, highlighting its evolution and key milestones. [CO1][L2] **20**

Q.3 Analyze the pivotal role of media in creating public awareness of science. Provide examples of how the media has influenced public perception of scientific issues? [CO2][L4] **20**

Q.4 Write analytical story on advanced agricultural techniques and their benefits. [CO3][L6] **20**

PART-B

Q.5 Discuss the development of telescope technology and its contribution to the field of astronomy. [CO2][L2] **20**

Q.6 Examine extreme weather patterns and occurrences and assess how climate change contributes to the extinction of species. [CO3][L2] **20**

Q.7 Define 'health reporting'. Discuss the ethical responsibilities of health journalists in ensuring accurate reporting. [CO4][L5] **20**

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — First Semester
COMMUNICATION THEORIES AND MEDIA STUDIES (BAMC-DS-101)

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:
- a) Define 'communication'. [CO1] [L1]
 - b) What is non verbal communication? [CO2] [L1]
 - c) Explain upward communication. [CO2] [L2]
 - d) Is Noise a barrier to communication? Yes/No [CO3] [L3]
 - e) What is Traditional media? [CO4] [L1]
 - f) Two-step flow model speaks about _____. [CO3] [L2]
 - g) Westley and Maclean Model of communication talks about _____. [CO3] [L3]
 - h) What is feedback in communication? [CO1] [L3]
 - i) Write at least two examples of non-verbal communication. [CO2] [L5]
 - j) Encoding in communication stands for _____. [CO1] [L3] **2×10**

PART-A

- Q.2 Discuss in detail various forms and types of communication with examples. [CO1][L2] **20**
- Q.3 Explain various levels of communication with relevant examples. [CO2] [L1] **20**
- Q.4 What are the seven Cs of communication? Describe each in greater detail keeping in mind their use in writing a news report. [CO3] [L4] **20**

PART-B

- Q.5 What is folk media? Suggest some examples of folk media still relevant today. [CO5][L4] **20**
- Q.6 Agenda setting theory suggests how information is presented can influence the way people perceive and interpret it? Discuss in detail. [CO4] [L4] **20**
- Q.7 What is the main premise of the Shannon-Weaver model of communication? Discuss in detail. [CO1] [L3] **20**

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — First Semester
STORY OF JOURNALISM AND MEDIA (BAMC-DS-102)

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) Vernacular press act. | [CO1][L1] |
| b) 3-Tiers of radio. | [CO2][L1] |
| c) Satellite TV | [CO3][L1] |
| d) User generated content | [CO3][L2] |
| e) World Wide Web | [CO3][L2] |
| f) Agency france presse | [CO1][L2] |
| g) The New York Times | [CO1][L2] |
| h) Bengal gazette | [CO1][L1] |
| i) Pulitzer award | [CO2][L1] |
| j) TRP | [CO3][L2] 2×10 |

PART-A

- Q.2 Trace the emergence of print media in the World while citing 10 major milestones in the history of journalism. [CO1][L1] **20**
- Q.3 Explain the role of Gandhiji and Raja Ram Mohan Roy in freedom struggle and social reform movements. [CO1][L3] **20**
- Q.4 "Globalization had a great impact on the media industry". Interpret. [CO2][L4] **20**

PART-B

- Q.5 Evaluate the role of All India Radio as Public Broadcaster in India. Support the answer with examples. [CO2][L5] **20**
- Q.6 "Satellite invasion brought cultural changes in India", Justify. [CO3][L4] **20**
- Q.7 Outline the Digital Initiatives for its citizens by Govt. of Indian in 21st century. Explain any two such initiatives. [CO3][L6] **20**

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — First Semester
INTRODUCTION TO PRINT REPORTING (BAMC-DS-103)

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:
- a) What is the difference between news and information? [CO1][L1]
 - b) Enlist the 5Ws and 1H of news values. [CO1][L1]
 - c) Define 'news sense'. [CO1][L1]
 - d) What is a 'pyramid' in news writing? [CO2][L1]
 - e) Mention few types of headlines. [CO1][L1]
 - f) What is meant by 'beats' in reporting? [CO1][L1]
 - g) What is your favourite 'type' of news reporting and why? [CO1][L1]
 - h) Mention at least four basic tools for information gathering. [CO3][L1]
 - i) Define 'newsroom'. [CO1][L1]
 - j) Pinpoint the difference between chief reporter and bureau chief. [CO2][L1] **2×10**

PART-A

- Q.2 Analyse the importance of news gathering. Explain the sources of news and their importance. [CO2] [L4] **20**
- Q.3 Evaluate the main styles of news writing. Discuss the process of organising a news story. [CO2] [L5] **20**
- Q.4 How is the news stories developed? Discuss the major challenges and problems in reporting. [CO2][L5] **20**

PART-B

- Q.5 Define 'assignment desk'. Mention the various designations of reporters and explain their functions and responsibilities. [CO2][L1] **20**
- Q.6 Discuss the differences in reporting for newspapers, news agencies, TV, radio and websites. [CO2][L2] **20**
- Q.7 What are the different editorial positions in newsrooms? Explain their roles and responsibilities in newspapers and magazines. [CO3][L2] **20**

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — First Semester
DEMOCRACY GOVERNANCE AND INDIAN POLITICAL SYSTEM
(BAMC-DS-104)

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:

- a) What is the fundamental framework of governance in India, and which document lays down the principles of governance for the country? [CO1][L2]
- b) Name the two houses of the Indian Parliament and briefly explain their respective roles in the legislative process. [CO1][L1]
- c) Who is the head of the Indian state, and what is their role in the Indian political system? [CO2][L2]
- d) Explain the concept of federalism in the Indian political system and provide an example of how it operates? [CO1][L2]
- e) What is the significance of the Preamble in the Indian Constitution in defining the objectives of the Indian political system? [CO2][L2]
- f) Describe the electoral system in India, including the voting age and the frequency of general elections. [CO2][L2]
- g) What is the role of the Prime Minister in the Indian political system, and how is the Prime Minister elected? [CO1][L2]
- h) Briefly explain the structure of the Election Commission of India. [CO1][L2]
- i) Explain the concept of coalition politics in the context of the Indian political system, and provide an example of a coalition government at the national level. [CO1][L2]
- j) What are the key components of the Directive Principles of State Policy in the Indian Constitution, and how do they guide governance in India? [CO2][L2] **2×10**

PART-A

Q.2 Discuss the powers and functions of Governors in the Indian federal system. Analyze the extent of their authority, their relationship with the state government, and their role in ensuring constitutional governance. [CO1][L4] **20**

Q.3 How would you differentiate between Lokpal and CBI in the growth of Indian politics? [CO1][L2] **20**

Q.4 Discuss the pros and cons of the Indian Constitution. [CO1][L4] **20**

PART-B

Q.5 What criteria would you use to assess the working of the Supreme Court of India? [CO1][L5] **20**

Q.6 Critically analyze the role and working of CAG. Evaluate the significance of CAG's work, its powers, and its contributions to financial accountability and transparency. [CO2][L4] **20**

Q.7 "Social Media plays a major role in shaping the political scenario of India". Do you agree with the statement? Justify your answer with relevant examples. [CO2][L5] **20**

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — Third Semester
TELEVISION JOURNALISM AND PRODUCTION (BAMC-DS-301)

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
- a) What is fine cutting editing? [CO1] [L1]
 - b) Briefly explain the golden era of Doordarshan. [CO3] [L1]
 - c) Briefly explain the scope and limitation of television as a medium. [CO1] [L2]
 - d) What is color temperature? How does it affect the TV production? [CO1] [L4]
 - e) How MOJO is overcoming the television journalism in recent days? [CO2] [L5]
 - f) Enumerate the different types of microphone used in TV production. [CO3] [L1]
 - g) Justify your views about the censorship on OTT platforms. [CO3] [L5]
 - h) Compare TV journalism and Digital Journalism with suitable example. [CO3] [L3]
 - i) Briefly explain the difference between web series and documentaries. [CO2] [L3]
 - j) Define Bumper. [CO1] [L1] **2×10**

PART-A

- Q.2 Discuss in detail the journey of Television in India starting from Doordarshan. Explain your views comparing with contemporary times. [CO3] [L4] **20**
- Q.3
- a) Explain the different stages of production required for the production of reality show and talk show on television [CO3] [L6] **10**
 - b) Explain the organizational structure of television explaining with suitable flowchart and diagram. [CO2] [L3] **10**
- Q.4 Hindi TV news channels are competing with each other for TRPs. Do you agree with the statement? Have channels showed any creativity and originality in their content? Discuss in detail. [CO3] [L5] **20**

PART-B

- Q.5
- a) What are the different formats and types of television programs? [CO2] [L2] **10**
 - b) Explain the features of TV news script. Draft a script for television program based on the outcome of G20 summit. [CO3] [L6] **10**
- Q.6
- a) Explain in detail the code of conduct for OTT industry in India. [CO3] [L1] **10**
 - b) Explain in detail the ethics followed for the production of television in India. [CO3] [L1] **10**
- Q.7 Has the breaking news broken up on social media? Comment. Also enlist five social media news platforms that have changed the consumption of news by the consumers. [CO1] [L5] **20**

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — Third Semester
CREATIVITY AND CAMPAIGN PLANNING (BAMC-DS-302)

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:
- a) Define 'creativity'. [CO2][L1]
 - b) What is the role of creativity in campaign planning? [CO3][L2]
 - c) In the context of advertising campaigns, what does the acronym "USP" stand for? [CO2][L2]
 - d) What is thinking out-of-the box? [CO1][L4]
 - e) Describe creative brief. [CO??][L6]
 - f) Explain some essential characteristics of creativity. [CO2][L2]
 - g) Creativity is limited to only poets, artists and scientist Agree/Disagree. [CO1][L5]
 - h) What does "ROI" stand for in the context of campaign planning and creativity? [CO3][L2]
 - i) Define Appeals in Advertising. [CO1][L2]
 - j) Mention at least two brands who have come up with funny ads? Also name the ads. [CO3][L6] **2×10**

PART-A

- Q.2 What is the importance of creativity in advertising? How does creativity impact the success of an advertising campaign? Elucidate with relevant examples. [CO2][L3] **20**
- Q.3 Discuss the role of research in creativity and advertising. [CO1][L4] **20**
- Q.4 Prepare a Brief of an FMCG product related to hand wash. [CO2][L6] **20**

PART-B

- Q.5 The purchase funnel model is used for finding out how customers discover brands and become loyal to them? Discuss with examples. [CO2][L3] **20**
- Q.6 What is campaign? Describe the campaign process in detail with taking a brand as an example. [CO1][L2] **20**
- Q.7 What is the role of humor in creative advertising and how does it affect consumer perception? [CO3][L4] **20**

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — Third Semester
MEDIA RESEARCH (BAMC-DS-303)

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 Describe with examples, **any two** of the following:

- a) Philosophy of research.
- b) Research designs (quantitative and qualitative).
- c) Difference between APA and MLA citation.
- d) Research method and methodology.
- e) Types of sampling.
- f) Advertising research.
- g) Research design.

[CO1, 2, 3][L3, 4] **10×2**

PART-A

Q.2 What is Research? How is media research different from academic research? Explain in detail with suitable examples to support your arguments. [CO2][L4] **20**

Q.3 Why is it important to conduct the 'Review of literature' in research process? What are the different literature sources available to media scholars, and why are these useful? [CO3][L5] **20**

Q.4 Present a detailed classification of research to explain the types, need and importance of research in academics and industrial growth of any nation. [CO3][L4] **20**

PART-B

Q.5 What is qualitative research methodology? Describe three research tools within this methodology and give suitable examples. [CO2][L3] **20**

Q.6 Describe the research process with the help of a research topic of your choice. Prepare a conceptual framework to explain your design. [CO3][L6] **20**

Q.7 Prepare a survey questionnaire to collect data on social media engagement among college goers in Haryana. Describe the process of data collection. [CO2][L6] **20**

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — Third Semester
AUDIO PRODUCTION (BAMC-DS-304)

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:

- a) What is the purpose of scripting in radio production? [CO2][L2]
- b) Explain the concept of "voice modulation" in radio production. Why it is important? [CO1][L2]
- c) Describe the role of sound effects (SFX) in enhancing the quality of a radio program. [CO2][L2]
- d) What is the significance of using a soundproof studio in radio production? [CO1][L2]
- e) Briefly explain the difference between live broadcasting and pre-recorded programming in radio production. [CO3][L2]
- f) What is a "cue sheet" in the context of radio production, and why is it essential? [CO3][L2]
- g) Discuss the importance of selecting appropriate music for radio programs and its impact on the audience. [CO3][L2]
- h) Explain the term "fade-in" and "fade-out" as used in radio production. [CO2][L3]
- i) What is the role of a radio producer in the overall production process? [CO1][L2]
- j) How can radio producers effectively engage their audience through storytelling techniques in radio programs? [CO1][L3] **2×10**

PART-A

- Q.2 Discuss the importance of language in Radio news presentation. Distinguish between Radio drama and Radio feature. [CO1][L2] **20**
- Q.3 Radio interview unfolds the real identity of a celebrity. Do you agree with the statement? What are the techniques of conducting successful radio interviews? [CO1][L2] **20**
- Q.4 Enumerate the contribution of All India Radio in spreading the message of socioeconomic development in post - independent India. Do you think Prasar Bharati is now-a-days facing stiff competition from private FM radio stations? [CO1][L3] **20**

PART-B

- Q.5 Discuss the entire process of producing a radio documentary from the initial concept to the final broadcast. Provide a step-by-step explanation of each stage involved, highlighting the key roles and responsibilities of the production team. Additionally, discuss the importance of storytelling and sound design in creating a compelling radio documentary. Use examples and relevant terminology to support your answer. [CO1][L2] **20**
- Q.6 Discuss the importance of audience research in radio programming. [CO1][L2] **20**
- Q.7 What are the functions of a programme producer in Radio? Discuss in detail his role in a live coverage of an event? [CO1][L2] **20**

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — Third Semester
LIGHTING AND CINEMATOGRAPHY (BAMC-SE-301DM)

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:
- a) What are the five C's of cinematography? [CO1] [L1]
 - b) Explain the golden ratio. [CO2] [L1]
 - c) What is cinematography, and why it is important in filmmaking? [CO1] [L2]
 - d) What are the key elements of cinematography? [CO2] [L2]
 - e) What is the role of ISO in cinematography? [CO1] [L1]
 - f) How does white balance adjustment impact the color temperature of a film or video? [CO2] [L3]
 - g) Explain the concept of frame rate in filmmaking. [CO1] [L1]
 - h) Describe the concept of aspect ratio in cinematography. [CO3] [L1]
 - i) Name three color schemes. [CO3] [L1]
 - j) What is Dutch angle in cinematography? [CO2] [L1] **2×10**

PART-A

- Q.2 Explain daylight sources, practical sources, and artificial lights. Provide two differences between hard and soft light. [CO2] [L4] **20**
- Q.3 Provide three different lighting setups using a key, fill, and backlight. [CO3] [L5] **20**
- Q.4 Illustrate and explain three lighting setups for different scenes: dark ambiance, flat ambiance, and bright ambiance. [CO2] [L6] **20**

PART-B

- Q.5 Explain CCD, CMOS and dual native ISO systems. [CO3] [L3] **20**
- Q.6 Explain the 180-degree rule and describe how it impacts a scene? [CO2] [L5] **20**
- Q.7 Explain and Illustrate the master scene and the triple take method. Also, describe different video formats and various codecs. [CO2] [L6] **20**

End Semester Examination, Dec. 2023
B.A. (Media and Communication) — Third Semester
PUBLIC RELATIONS AND CORPORATE COMMUNICATION
(BAMC-SE-301PR)

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:

- a) Propaganda.
- b) Sponsorship.
- c) Key publics of CC.
- d) Edward Bernays.
- e) Names of two PR agencies.
- f) Publicity.
- g) Newsletter.
- h) Press kit.
- i) Celebrity endorsement.
- j) Public Information Model.

[CO1][L1] **2×10**

PART-A

Q.2 Explain the evolution of PR. How do you think PR concepts like publicity, propaganda, lobbying, and public opinion differ from advertising and marketing? [CO1][L2] **20**

Q.3 Explain the process of developing a corporate communication strategy. Discuss the role of internals. [CO2][L4] **20**

Q.4 Discuss the role of social media in contemporary Public Relations and Corporate Communication. How can organizations leverage social media platforms for effective communication and reputation management? [CO3] [L3] **20**

PART-B

Q.5 Explain the concept of crisis communication in detail. What steps should an organization take in handling a crisis effectively through corporate communication? Provide a case study illustrating successful crisis communication. [CO2] [L4] **20**

Q.6 Explore the significance of publics in Public Relations. How can PR professionals effectively segment and target different publics in their communication strategies? Provide examples. [CO1] [L3] **20**

Q.7 Discuss the ethics in Public Relations and Corporate Communication. How do ethical considerations impact decision-making in PR and CC campaigns? Provide real-world examples of ethical dilemmas faced in the field. [CO2] [L3] **20**

End Semester Examination, Dec. 2023

B.A. (Hons.) ENGLISH — First Semester

BRITISH POETRY AND DRAMA: 14TH TO 17TH CENTURY (BENG-DS-101)

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 answers on the following questions (**any four**):
- a) Why is Chaucer called the 'father of English Literature'? [CO1] [L1]
 - b) Write a note on Sir Thomas Wyatt, the Earl of Surrey. [CO2] [L2]
 - c) Explain the structure of a petrarchan sonnet. [CO3] [L3]
 - d) Explain the lines:
Vain man (said she) that dost in vain assay
A mortal thing so to immortalize;
For I myself shall like to this decay,
And eke my name be wiped out likewise. [CO4] [L4]
 - e) Comment on the role of witches in Macbeth. [CO5] [L5]
 - f) Explain the lines:
Thy firmness makes my circle just,
And makes me end where I begun. [CO6] [L6] **5×4**

PART-A

- Q.2 Provide a detailed character sketch of Doctor Faustus. [CO1] [L1] **20**
- Q.3 Comment on the supernatural element in Macbeth. [CO2] [L2] **20**
- Q.4 "John Donne employs conceit to frame his poems". Explain the line in reference to "The Sun Rising". [CO3] [L3] **20**

PART-B

- Q.5 Write a critical appreciation of 'Like as a huntsman...'. [CO4] [L4] **20**
- Q.6 Doctor Faustus' quest for knowledge leads to his downfall. Explain in detail. [CO5] [L5] **20**
- Q.7 Write a critical appreciation of "One day I wrote her name...". [CO6] [L6] **20**

End Semester Examination, Dec. 2023
B.A. (Hons.) ENGLISH — First Semester
BRITISH LITERATURE: 18TH CENTURY (BENG-DS-102)

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 **FOUR** out of six:
Explain given lines with reference and context:
- a) Twas at the royal feast for Persia won
By Philip's warlike son—
Aloft in awful state
The godlike hero sate
On his imperial throne; [CO1][L1]
 - b) THO' grief and fondness in my breast rebel,
When injur'd THALES bids the town farewell,
Yet still my calmer thoughts his choice commend,
I praise the hermit, but regret the friend [CO2][L2]
 - c) Give examples of imagery, metaphor, and simile. [CO3][L3]
 - d) Write the figure of speeches used in the mock epic 'Rape of the Lock' with examples. [CO4][L4]
 - e) Explain the relevance of the title Gulliver's Travels. [CO5][L5]
 - f) Write a note on Elegies. [CO6][L6] **5×4**

PART-A

- Q.2 Discuss the characteristics of Neo Classical age with reference of the poems prescribed in the syllabus. [CO1][L1] **20**
- Q.3 Critically examine Pope's use of supernatural machinery in 'The Rape of the Lock'. [CO2][L2] **20**
- Q.4 What is an ode? Discuss Alexander's Feast as an ode. [CO3][L2] **20**

PART-B

- Q.5 How did Gulliver reach Lilliput, and how was he treated by the Lilliputians? [CO4][L4] **20**
- Q.6 What is the significance of Thomas Gray's epitaph in an "Elegy Written in a country Churchyard"? [CO5][L5] **20**
- Q.7 What is the central theme of the poem London by Samuel Johnson? [CO6][L6] **20**

End Semester Examination, Dec. 2023
B.A. (Hons.) ENGLISH — First Semester
HISTORY OF ENGLISH LITERATURE (BENG-DS-103)

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.

- a) Discuss major historical events in the fourteenth century.
- b) Write a note on miracle, mystery, and morality plays.
- c) The Development of English novels.
- d) What is reformation? Discuss in detail.
- e) Metaphysical Poets.
- f) Discuss English and Scottish Chaucerians.

[CO2] [L2] **5×4**

PART-A

Q.2 Give a detailed account of cultural and historical background of the age of Chaucer.
[CO1] [L1] **20**

Q.3 Write an essay on the development of English drama. [CO2] [L2] **20**

Q.4 Discuss Elizabethan poetry and drama with reference to major writers of the age.
[CO3] [L3] **20**

PART-B

Q.5 Give a historical and cultural background to the 18th Century with reference to major writers and works. [CO4] [L4] **20**

Q.6 Discuss major literary trends in the 19th century with special context social and cultural occurrences. [CO4] [L5] **20**

Q.7 Give an overview of the Victorian novelists and their works. [CO6] [L6] **20**

End Semester Examination, Dec. 2023
B.A. (Hons.) ENGLISH — First Semester
ENGLISH LANGUAGE: GRAMMAR, SYNTAX AND COMPOSITION
(BENG-DS-104)

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) Past participle.
- b) Third person pronoun.
- c) Abstract Noun.
- d) Indefinite Verbs.
- e) Homophones.
- f) Syntax.

5×4

PART-A

Q.2 Write four compositions (forms) of Verbs with five examples each. Write difference between transitive verbs and intransitive verbs with five examples each. [CO3] [L1] **20**

Q.3 Explain countable, uncountable, material, proper, collective, common, singular, plural, de-verbal 'Nouns' with five examples each. [CO4] [L2] **20**

Q.4 Analyze 'Content Words' and 'Functional Words' with six examples each. [CO5] [L4] **20**

PART-B

Q.5 Create 10 sentences that comprise of 3-5 grammatical errors each. Make sure all errors do not overlap or are repeated. [CO1] [L6] **20**

Q.6 Write a formal letter to the Principal at your college asking for permission to participate in One week State Level Squash tournament in another college. [CO2] [L4] **20**

Q.7 Write a detailed paragraph on the topic 'Microwaves, Ovens, and Air-fryers emit infrared radiation'. Add a suitable title in your answer also. [CO6] [L5] **20**

End Semester Examination, Dec. 2023
B.A. (Hons.) ENGLISH — First Semester
ACADEMIC WRITING AND COMPOSITION (BENG-DS-105)

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** out of the following:
- a) How is academic writing different from non-academic writing? [CO1] [L1]
 - b) Write a short note on 'condensation' with suitable examples. [CO2] [L2]
 - c) How mind maps and free writing help in structuring an argument or a concept? [CO3] [L3]
 - d) Why it is necessary to give references and bibliography in academic writing? [CO4] [L4]
 - e) Feedback is important in the process of writing. Illustrate with example. [CO1] [L1]
 - f) What do you mean by critical thinking? Explain with example. [CO3] [L3] **5×4**

PART-A

- Q.2 Discuss with suitable examples various stages of the writing process. [CO1] [L1] **20**
- Q.3 Are paraphrasing and summarizing the same? Why or why not? [CO2] [L2] **20**
- Q.4 Compare and contrast the skills of syntheses and analyses in academic writings and discuss how these critical thinking skills are essential for effective writings? [CO3] [L3] **20**

PART-B

- Q.5 What are the methods used in structuring an argument? [CO3] [L3] **20**
- Q.6 What do you mean by in-text citation and why it is important in academic writing? How to cite edited book and translated book in reference section? [CO4] [L4] **20**
- Q.7 What are the various ways of developing writing skills? [CO1] [L1] **20**

End Semester Examination, Dec. 2023
B.A. (Hons.) ENGLISH — Third Semester
BRITISH LITERATURE EARLY 20TH CENTURY (BENG-DS-301)

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 out of six:
- a) Write a short note on Augustan Age.
 - b) Write a short note on Sons and Lovers as a psychological novel.
 - c) Write a brief summary of the Novella Heart of Darkness,
Explain these lines with reference and context:
 - d) When the evening is spread out against the sky
Like a patient etherized upon a table;
Let us go. through certain half-deserted streets,
 - e) Knock-kneed, coughing like hags, we cursed through sludge.
Till on the haunting Hares we turned our backs.
And towards our distant rest began to trudge,
 - f) Surely the Second Coming is at hand.
The Second Coming! Hardly are those words out
When a vast image out of Spiritus Mundi
- [CO2][L2] **5×4**

PART-A

- Q.2 What are the major elements of Twentieth Century Literature? Discuss the social movements of Twentieth Century? [CO1] [L1] **20**
- Q.3 Discuss the Character of William Morell with reference of the novel "Sons and Lovers". [CO2] [L2] **20**
- Q.4 Discuss Yeats' use of symbolism in the poem "The Second Coming" and "Leda and the Swan". [CO3] [L3] **20**

PART-B

- Q.5 What is "the horror"? What is the significance of these being Kurtz's final words, his conclusion or judgment? [CO4] [L4] **20**
- Q.6 Discuss the character of Prufrock in T.S. Eliot's poem. "The Love Song of J Alfred Prufrock". [CO5] [L5] **20**
- Q.7 Describe the struggle, fear, awe and honor in war scene depicted in the poem "Dulce et Decorum Est"? [CO6] [L6] **20**

End Semester Examination, Dec. 2023

B.A. (Hons.) ENGLISH — Third Semester WOMEN'S WRITING (BENG-DS-302)

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:

- a) What is the central theme of the poem "I cannot Live With You"? [CO1][L1]
- b) Who is the protagonist in "The Colour Purple" by Alice Walker, and what is her journey all about? [CO-2][L-2]
- c) What is the main theme of "The Yellow Wallpaper" by Charlotte Perkins Gilman? [CO3][L3]
- d) How was Surja Sahu murdered in Mahasweta Devi's "Draupadi"? [CO4][L4]
- e) What are Wollstonecraft's views on education? [CO5][L5]
- f) What does Bliss symbolize in Katherine Mansfield "Bliss"? [CO6][L6] **5×4**

PART-A

Q.2 Compare the themes of Love and death in Emily Dickinson's "I Cannot Live with You" and Sylvia Plath's "Lady Lazarus"? [CO1][L1] **20**

Q.3 Now us sit sewing and talking and smoking our pipes"
Analyse the change in the relationship between Albert and Celie at the end of Walker's "The Colour Purple". What are the factors that contribute to this change? [CO2][L2] **20**

Q.4 Discuss "The Yellow Wallpaper" as a feminist novel. [CO3][L3] **20**

PART-B

Q.5 How does the story "Draupadi" portray the resurrection of subaltern? Discuss in detail. [CO4][L4] **20**

Q.6 Describe the importance of Women's Literature in addressing women's issues and empowerment, using examples from the texts studied in this course. [CO5][L5] **20**

Q.7 Describe and analyze the character of Bertha in "Bliss" by Katherine Mansfield. [CO6][L6] **20**

End Semester Examination, Dec. 2023

B.A. (Hons.) ENGLISH — Third Semester POPULAR LITERATURE (BENG-DS-303)

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**):
- a) What is popular literature? [CO1][L1]
 - b) Give detailed character sketch of Alice in "Through the Looking Glass". [CO2][L2]
 - c) How does Agatha Christie deal with various themes in "The Murder of Roger Ackroyd"? [CO3][L3]
 - d) What is the central message of "Funny Boy"? [CO4][L4]
 - e) What does 'last battle' symbolize in "The Last Battle" by C.S. Lewis? [CO5][L5]
 - f) Write a short note on 'crime fiction'. [CO6][L6] **5×4**

PART-A

- Q.2 "Popular Literature is an independent Literary genre". Discuss in detail. [CO1][L1] **20**
- Q.3 Examine the 'nonsense elements' in "Through the Looking Glass". [CO2][L2] **20**
- Q.4 What in your view makes "The Murder of Roger Ackroyd" by Agatha Christie as a controversial mystery? [CO3][L3] **20**

PART-B

- Q.5 Attempt bildungsroman reading of "Funny Boy" by Shyam Selvadurai. [CO4][L4] **20**
- Q.6 How and why "The Last Battle" comes under the category of children's literature? [CO5][L5] **20**
- Q.7 Examine the difference between crime fiction and detective fiction. [CO6][L6] **20**

End Semester Examination, Dec. 2023
B.A. (Hons.) ENGLISH — Third Semester
MODERN INDIAN WRITING IN ENGLISH TRANSLATION
(BENG-DS-304)

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.
- What is the central conflict that the characters face in "The Shroud", and how do they attempt to resolve it?
 - Discuss the role of tradition and heritage in the story and how it influences Amina's choices and actions in "The Quilt".
 - Explain the significance of the title 'When My Play was with Thee'. Mention how it relates to the poem's content and themes.
 - Analyze the relationship between Majeed and Suhra in the story "Balyakalasakhi". How does their relationship evolve, and what challenges do they face?
 - How does the setting of the story contribute to the overall mood and atmosphere in "The Shroud"?
 - How does the poem use imagery to depict the contrast between darkness and light in Rabindranath Tagore's poem 'Light, Oh Where is the Light'? Provide specific examples from the text. [CO2] [L2] **5×4**

PART-A

- Q.2 Explore the symbolism in the story "The Shroud". What does it imply, and how does it impact the protagonist's actions and decisions? [CO1] [L1] **20**
- Q.3 Synthesize the themes of morality and societal norms in "The Shroud" and discuss how these themes are relevant to contemporary society? Offer insights into how the story's lessons can be applied to modern ethical challenges? [CO1] [L5] **20**
- Q.4 Analyze the author's choice of language and tone in "The Quilt". How does the author's writing style enhance the reader's understanding of the story's themes and conflicts? [CO2] [L4] **20**

PART-B

- Q.5 Investigate the poem's thematic contrasts between light and darkness, hope and despair. How do these dichotomies shape the overall message of the poem "Light, Oh Where is the Light"? [CO3] [L6] **20**
- Q.6 Examine the cultural and societal norms depicted in the novel "Balyakalasakhi". How do these norms shape the characters' lives, relationships, and decisions? [CO3] [L3] **20**
- Q.7 Discuss "Balyakalasakhi" as a romantic tragedy. [CO3] [L2] **20**

End Semester Examination, Dec. 2023

B.A. (Hons.) ENGLISH — Third Semester

AUTOBIOGRAPHY (BENG DS-305)

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:

- a) What do you mean by Autobiography? How it is different from biography and memoir? [CO1] [L1]
- b) Which two books inspired Gandhiji a lot during his childhood? [CO2] [L2]
- c) What was the state of theatre in Bengal during Binodini Dasi's time? Discuss in detail. [CO3] [L3]
- d) What is the central idea of "The Black Boy" by Richard Wright? [CO4] [L4]
- e) What made Gandhiji ashamed of himself during his visit to South Africa? [CO6] [L2]
- f) Write a short note on 'Emancipation Act'. [CO6] [L1] **5×4**

PART-A

Q.2 Discuss how Autobiography as a cultural Narrative. Explain and illustrate with the help of the text given in your syllabus. [CO1] [L1] **20**

Q.3 Critically analyse the main points in Gandhiji's "The Story of My Experiments with Truth"? [CO2] [L2] **20**

Q.4 Comment on the conditions of women in the late 19th century Bengal that we get from Binodini Dasi's "My Story"? [CO3] [L3] **20**

PART-B

Q.5 There are almost no women in "Black Boy". Would the story change if there were more women? [CO4] [L4] **20**

Q.6 Give critical aspects of Binodini Dasi autobiography "My Life as an Actress". [CO5] [L5] **20**

Q.7 What is the significance of the title "The Story of My Experiments with Truth"? [CO6] [L6] **20**

End Semester Examination, Dec. 2023

B.A. (Hons.) ENGLISH — Third Semester CREATIVE WRITING (BENG-DS-307)

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:
- a) Define 'Creativity'. [CO1][L1]
 - b) Compare and contrast Metaphor, Simile, and Homonym. [CO1][L1]
 - c) Write a poem and specify the title. [CO5][L5]
 - d) Explain the five main components of writing a short story. [CO4][L4]
 - e) Is 'Plot' important? Comment. [CO3][L3]
 - f) Write a jingle for a watch brand of your choice. [CO6][L6] **5×4**

PART-A

- Q.2 'Tropes (Figures of Speech) are the tools of creative writing'. Comment in detail with reference to the various categories of tropes and schemes. [CO1][L1] **20**
- Q.3 Explain the process of writing a short story. Supply the answer with excerpts from a story of your own writing or your choice. [CO4][L4] **20**
- Q.4 Is Radio important today? Write a script for a 10-second radio segment to support your answer. [CO6][L6] **20**

PART-B

- Q.5 How does the mass culture impact the art of writing? Discuss in detail with examples. [CO3][L3] **20**
- Q.6 Critique the movie 'Rang De Basanti'. [CO5][L5] **20**
- Q.7 Write a short note on the following tropes:
- a) Metonymy.
 - b) Synecdoche.
 - c) Allusion.
 - d) Symbol.
 - e) Alliteration.
 - f) Onomatopoeia. [CO2][L2] **20**

End Semester Examination, Dec. 2023

B.A. (Hons.) ENGLISH — Third Semester

ESSAY WRITING (BENG-DS-308)

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:

- | | |
|----------------------------|----------------------|
| a) First-person narrative. | [CO1][L1] |
| b) Letter writing. | [CO2][L2] |
| c) Plot. | [CO3][L3] |
| d) Character. | [CO4][L4] |
| e) Paragraph. | [CO5][L5] |
| f) Non-fiction. | [CO6][L6] 5×4 |

PART-A

- Q.2 An essay is always an expression of the thoughts, emotions, and energy of an individual. Defend or refute the statement. [CO1][L1] **20**
- Q.3 What goes into selecting a topic for thesis? How does one collect and assemble citations, research, and development? [CO2][L2] **20**
- Q.4 How is an introduction and conclusion of essay different? [CO3][L3] **20**

PART-B

- Q.5 "A stitch in times saves nine" Elaborate the phrase. [CO4][L4] **20**
- Q.6 Write an essay on Women Empowerment. [CO5][L5] **20**
- Q.7 Write an essay on "G20 and its multi-faceted benefits for the Indian Subcontinent". [CO6][L6] **20**

End Semester Examination, Dec. 2023
B.A. (Hons) ENGLISH — Fifth Semester
EUROPEAN CLASSICAL LITERATURE (BENG-DS-501)

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 'b' are the passages for explanation with reference to the context, whereas 'c' to 'f' are short answer questions)
- a) And even if I die in the act, that death will be a glory.
I will lie with the one I love and loved by him—
an outrage sacred to the gods
 - b) When the soldier returns from the wars, even though he has white hair, he very soon finds a young wife. But a woman has only one summer; if she does not make hay while the sun shines, no one will afterwards have anything to say to her, and she spends her days consulting oracles that never send her a husband
 - c) Discuss Achilles' extremely powerful friendship with Patroklos as presented in the Iliad.
 - d) What is Hubris? What role it plays in Antigone?
 - e) Why does Aristophanes chose to have two choruses in Lysistratal
 - f) Write a short note in any one of the following
 - i) The birth of Bacchus
 - ii) Horatian Satire
- [CO3] [L3] **5×4**

PART-A

- Q.2 Discuss the theme of clash between the civil Law and the Divine Law in the tragedy Antigone. [CO2] [L2] **20**
- Q.3 Who is the main protagonist- Antigone or Creon in the tragedy Antigone? Give a reasoned answer. [CO3] [L3] **20**
- Q.4 Assess Lysistrata as an anti-war comedy. [CO4] [L4] **20**

PART-B

- Q.5 Honour and Glory have been the predominate themes in Homer's *The Iliad*. Justify. [CO5] [L5] **20**
- Q.6 Examine the myth off Bachchus presented in Ovid's *Metamorphosis*. [CO1] [L1] **20**
- Q.7 Write a critical appreciation of Book 1 of satire of Horace. [CO6] [L6] **20**

End Semester Examination, Dec. 2023

B.A. (Hons.) ENGLISH — Fifth Semester LITERARY CRITICISM (BENG-DS-502)

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) 'Scientific Language' in I. A. Richards's Essay.
- b) Organic unity.
- c) 'Common Language' in preface to the Lyrical Ballads (1802).
- d) Catalyst in T. S. Eliot's Essay.
- e) Maggie Humm.
- f) Fundamental Criticism.

5×4

PART-A

- Q.2 Mention (in detail) Wordsworth's philosophical traits on poetic composition in his Preface to the Lyrical Ballads (1802). [CO1] [L3] **20**
- Q.3 Discuss 'the theory of depersonalization' discussed in T.S. Eliot's Tradition and the Individual Talent. [CO2] [L1] **20**
- Q.4 Write the types of 'uses of language' and 'types of desires' in I.A. Richards's Principles of Literary Criticism. [CO3] [L2] **20**

PART-B

- Q.5 Analyze Cleanth Brookes's The Heresy of Paraphrase as discordance to an old belief of interpretation. [CO4] [L4] **20**
- Q.6 Elaborate how the execution of paradoxical intrigue is highly significant for 'New Critics'. Illustrate with the help of the essay The Language of Paradox. [CO5] [L6] **20**
- Q.7 Explain Maggie Humm's Practising Feminist Criticism: An Introduction as a persuasive writing on Feminism. [CO6] [L5] **20**

End Semester Examination, Dec. 2023
B.A. (Hons.) ENGLISH — Fifth Semester
RESEARCH METHODOLOGY (BENG-DS-503)

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) Bibliography. | [CO1] [L1] |
| b) Parenthesis. | [CO2] [L2] |
| c) Punctuation. | [CO3] [L3] |
| d) Index. | [CO4] [L4] |
| e) Research article. | [CO5] [L5] |
| f) PDF format. | [CO6] [L6] 5×4 |

PART-A

- Q.2 Write all the stages of research and the research process in detail. [CO2] [L1] **20**
- Q.3 Discuss (in detail) a difference between any two styles of MLA. [CO1] [L2] **20**
- Q.4 Describe various kinds of research, research objectives, research process, research designs and sampling with two examples each. [CO3] [L3] **20**

PART-B

- Q.5 Elaborate how a researcher should write a term paper. [CO2] [L5] **20**
- Q.6 Write all distinguished types of style manuals used during research. [CO4] [L6] **20**
- Q.7 Analyze how a detailed long synopsis is written of a dissertation? [CO2] [L4] **20**

End Semester Examination, Dec. 2023
B.A. (Hons.) ENGLISH — Fifth Semester
PARTITION LITERATURE (BENG-DS-504)

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 **any four** of the following:
- Violence during Partition.
 - Character of Hukum Chand.
 - The village of Mano Majra.
 - Character of Bishan Singh.
 - Condition of women in 'The Final Solution'.
 - Social implications of the Partition.

[CO3] [L4] **5×4**

PART-A

- Q.2 Write about the history behind the Partition of India which example from any text you have studied. [CO2] [L1] **20**
- Q.3 "Religious persecution is one of the driving forces in Train to Pakistan". Justify this statement. [CO3] [L2] **20**
- Q.4 Elaborate on Manto's portrayal of mental illness in "Toba Tek Singh". [CO1] [L3] **20**

PART-B

- Q.5 Critically appreciate the short story 'The Final Solution'. [CO4] [L2] **20**
- Q.6 Talk about the trauma of Partition and substantiate your answer with any one text you have read. [CO5] [L1] **20**
- Q.7 Examine Sa'adat Hasan Manto as a prolific write on partition. [CO3] [L5] **20**

End Semester Examination, Dec. 2023
B.A. (Hons.) ENGLISH — Fifth Semester
MASS COMMUNICATION AND MEDIA (BENG-DS-506)

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 all the questions in brief
- a) Define 'Mass Communication'. [CO1] [L1]
 - b) What are the different types of Media? [CO1] [L1]
 - c) Discuss 'Cyber Media'. [CO2] [L2]
 - d) Write a short note on 'Modern Media'. [CO2] [L2]
 - e) Discuss in brief the significance of Mass Behaviour. [CO3] [L3]
 - f) Showcase Advertisements as a form of Mass Media. [CO4] [L4]
 - g) Discuss 'Yellow Journalism'. [CO1] [L1]
 - h) Comment on Indian Journalism in brief. [CO2] [L2]
 - i) Is TV an important medium of Mass Communication? Comment in brief. [CO4] [L4]
 - j) What did Lazarsfeld mean by 'Advertising Culture'? [CO5] [L5] **2×10**

PART-A

- Q.2 'Mass Communication has created a vicious cycle of producer and consumer in the Society'. Explain in detail. [CO1] [L1] **20**
- Q.3 Explain the process of creating an Advertisement by depicting a storyboard. [CO3] [L3] **20**
- Q.4 Write a news report on 'Student culture in MRIIRS' and edit it carefully. [CO5] [L5] **20**

PART-B

- Q.5 Write in detail the impact of Social Media in a global culture. [CO5] [L5] **20**
- Q.6 Discuss the importance of advertising ethics. [CO2] [L2] **20**
- Q.7 Shed some light on H.G. Wells' 'War of the Worlds' radio adaptation. [CO4] [L4] **20**

End Semester Examination, Dec. 2023
B.A. (Hons.) ENGLISH — Fifth Semester
HUMAN AND GENDER RIGHT STUDIES (BENG-DS-507)

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**):
- Comment on medieval hierarchy. What was the position of woman in that system?
 - Define individualism. How was it an important factor in development of the concept of Human Rights?
 - Write a short note on "Right to Equality" enshrined in the Indian Constitution.
 - What was the contribution of Sir Sayyid Ahmad Khan's Aligarh movement in the field of woman empowerment?
 - In what ways racism became a major issue in European colonies of Africa and America?
 - What do you mean by the 'Varna System'? How was it different from the Caste System?
- [CO3] [L3] **5×4**

PART-A

- Q.2 How do the power blocks of Caste, Class, Gender and Race Work? Discuss how these power blocks prevent the realization of human rights to less powerful blocks?[CO2] [L2] **20**
- Q.3 How did the socio-cultural reform movement of 19th-20th centuries helped in addressing the caste and women issues in India. [CO3] [L3] **20**
- Q.4 What are the major human right concerns in India? Suggest measures to overcome those challenges to make her a real egalitarian state. [CO4] [L4] **20**

PART-B

- Q.5 Why is the French Revolution of 1789 a milestone in the field of development of the idea Human Rights in the world? [CO5] [L5] **20**
- Q.6 Assess the role of UN as the propagator as well as a watchdog of Human Rights throughout the world. [CO1] [L1] **20**
- Q.7 Examine critically the campaign of 'the right to wear Hijab'. Do you take it a regressive movement or assertion of individual right? Justify your answer. [CO6] [L6] **20**

End Semester Examination, Dec. 2023

B.A. (Journalism and Mass Communication) - First Semester

NEWS ANALYSIS (BJMC-DS-104)

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:
- Byline.
 - 5 Ws and 1H.
 - Sources of news.
 - Credibility in news.
 - Stylebook.

2×5

PART-A

- Q.2 What are the different types of news reports? Explain with examples. [CO-1][L-1] **10**
- Q.3 Explain Rudolf Flesch's formula on skills to write news. [CO-2][L-1] **10**
- Q.4 What are the various sources of news? How can a journalist/reporter develop their sources? [CO-1][L-2] **10**

PART-B

- Q.5 What are news values? Explain with examples. [CO-1][L-2] **10**
- Q.6 Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples. [CO-3][L-5] **10**
- Q.7 What is the structure of a news story? Explain in detail. [CO-2][L-2] **10**

End Semester Examination, Dec. 2023
B.A. (Journalism and Mass Communication) — First Semester
POLITICAL AND LIFESTYLE REPORTING (BJMC-DS-105)

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) While covering parliamentary sessions, what points are to be taken care of by the reporter?
- b) Discuss some of the challenges that a political journalist faces.
- c) Discuss the major sources of a lifestyle reporter.

5×2

PART-A

Q.2 "Political and lifestyle reporters, both play an important role in the contemporary society by serving different purposes," Justify the given statement with examples. [CO1][L5] **10**

Q.3 Analyze the major challenges faced by a political journalist in today's time. [CO2][L4] **10**

Q.4 Write a lifestyle article (150-200 words) on any recent news, event or trends. [CO3][L6] **10**

PART-B

Q.5 Discuss the importance of sources in writing a news Story, mentioning some of the commonly used sources by the media. [CO2][L2] **10**

Q.6 What do you know about 'Page 3' journalism? Do you think yellow journalism is staging a comeback through entertainment media? Justify your answer with relevant examples. [CO2][L5] **10**

Q.7 "Social media has given voice to the common man and everyone a chance to become a journalist but it is also degrading the quality of the journalistic content". Analyze the merits and demerits of social media in context of the above statement. [CO3][L6] **10**

End Semester Examination, Dec. 2023
B.A. (Journalism and Mass Communication) — Third Semester
NEWSPAPER AND MAGAZINE JOURNALISM (BJMC-DS-301)

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 in brief:

- a) Journalism with A Human Touch is a tagline of which magazine?
- b) Who is the editor of India Today Magazine?
- c) Journalism of courage is the tagline of which newspaper?
- d) Who is a resident editor?
- e) What is Masthead?

2×5

PART-A

Q.2 The print media is evolving and growing to the needs of changing times. Discuss in detail. [CO-1][L-3] **10**

Q.3 News agencies are the primary source of information for all kinds of media. Enumerate your answer with the role of Press Trust of India (PTI). [CO-2][L-4] **10**

Q.4 Describe the role and function of Prasar Bharti as a public broadcaster in the country. [CO-2][L-4] **10**

PART-B

Q.5 Your reporting skills are a critical part of the process of storytelling. Explain the statement in the context of skills required for a good reporter. [CO-2][L-1] **10**

Q.6 What is feature? Justify your answer by writing a feature of not more than 500 words on any tourist destination of your choice. [CO-4][L-4] **10**

Q.7 Explain the structure of newsroom. Also explain in detail the roles and functions of various sections in the newsroom. [CO-1][L-3] **10**

End Semester Examination, Dec. 2023

B.A. (Journalism and Mass communication) – Third Semester **MEDIA ETHICS AND LAWS (BJMC-DS-303)**

Time: 3 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.

- Q1. a) Right to Information Act came in to force in _____.
b) PTI stands for _____.
c) Which one is the oldest news agency of the world?
d) In which year Vernacular Press Act was enacted?
e) Who is the chairperson of PrasarBharti?
f) AINEC stands for _____.
g) Which one of the following is a transnational news agency?
h) UNI stands for _____.
i) The word Libel is related with _____.
j) The copyright Act was made in the year _____.
- 1×10**

PART-A

- Q.2 Do you think that media ethics do exist in the society in today's time? Support your answer by giving suitable examples. [CO-2][L-5] **10**
- Q.3 Analyze the PCI guidelines for the journalists. How successful do you think these guidelines are keeping in mind the current scenario? [CO-3][L-4] **10**
- Q.4 Discuss the history of press laws in India in detail. [CO-1][L-2] **10**

PART-B

- Q.5 Examine the significance of Copyright Act 1957 and Intellectual Property Rights. [CO-3][L-3] **10**
- Q.6 "Right to Information act was a much-needed act for the betterment of the society" Do you agree? Justify your argument. [CO-3][L-5] **10**
- Q.7 "Social media has given rise to fake news and it is imperative to put control over it at the soonest" explain the statement in detail. [CO-1][L-2] **10**

End Semester Examination, Dec. 2023
B.A. (Journalism and Mass Communication) — Fifth Semester
COMMUNICATION RESEARCH (BJMC-DS-501)

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 in brief:
- Discuss the importance of writing an abstract in a research project.
 - Differentiate between media research and research in media.
 - Elaborate on the significance of feedback in the research process.
 - Provide an explanation of any data analysis method used in research.
 - Explain the concept of stratified random sampling in research. [CO1] [L1] **2×5**

PART-A

- Q.2 Formulate a research hypothesis and research questions for a media-related study. Discuss the importance of hypothesis development. [CO1] [L3] **10**
- Q.3 Differentiate between primary data and secondary data by providing straightforward examples for each. Subsequently, explain how these data types are collected in research, highlighting the differences between data collection tools used in qualitative and quantitative research? [CO2][L2, 4] **10**
- Q.4 Analyze the advantages and disadvantages of the observation and interview methods in collecting media-related data. [CO2][L3] **10**

PART-B

- Q.5 Define different types of sampling (probability and non-probability). Explain why selecting an appropriate sample is essential in research? [CO1][L1] **10**
- Q.6 Analyze the role of research in shaping content and decisions in print media, electronic media, and advertising. How does research impact media strategy? [CO1][L3] **10**
- Q.7 Illustrate the steps involved in creating a research proposal for a study, providing examples to clarify each step. [CO2][L4] **10**

End Semester Examination, Dec. 2023
B.A. (Journalism and Mass Communication) — Fifth Semester
PHOTO JOURNALISM (BJMC-DS-502)

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 Compose a written description of eight images that you'll make suggesting environment of crowded metro coach. [CO2][L6] **10**

PART-A

Q.2 Briefly describe the elements of camera functions. [CO1][L2] **10**

Q.3 Describe the uses of light controllers and reflectors. [CO1][L2] **10**

Q.4 Explain the difference between ISO, f-stop and shutter speed. [CO1][L3] **10**

PART-B

Q.5 Discuss the rule of leading lines, center domination and rule of creating shapes. [CO1][L2] **10**

Q.6 What are the different lenses used in outdoor photography and why? [CO1][L2] **10**

Q.7 Analyze the qualities and responsibilities of a photojournalist. Support your answer with an example. [CO1][L4] **10**

End Semester Examination, Dec. 2023
B.A. (Journalism and Mass Communication) — Fifth Semester
MEDIA MANAGEMENT (BJMC-DS-503)

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:
- What is Partnership Deed?
 - What is the primary function of media management?
 - Define the term "MIS" in media management.
 - Name one prominent Indian advertising agency.
 - How can media management address potential challenges of public perceptions on social media?
 - Explain the principle of scalar chain.
 - What is FII?
 - What is SWOT analysis?
 - Briefly explain the role of scheduling in media organization,
 - Name the ownership pattern of "The Hindu" newspaper. [CO1][L1] **2×10**

PART-A

- Q.2 Discuss the various ownership patterns of mass media in India with examples, highlighting their advantages and disadvantages. [CO2][L2] **20**
- Q.3 Provide an overview of the print industry, outlining the structure of newspapers and challenges faced by small newspapers in India. [CO3][L2] **20**
- Q.4 Describe the measurement and significance of Television Rating Points (TRP) in revenue generation for TV networks and channels. [CO3][L3] **20**

PART-B

- Q.5 Explain the role of social media in media management and the business on platforms like YouTube, Facebook, and Instagram. [CO3][L2] **20**
- Q.6 Compare and contrast the media management of government sector and private sector media houses in India. [CO1][L1] **20**
- Q.7 Explain in detail the investment structure of India Today group with the help of relevant flowcharts. [CO3][L4] **20**

End Semester Examination, Dec. 2023
B.A. (Journalism and Mass Communication) — Fifth Semester
TELEVISION PRODUCTION (BJMC-DS-504)

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 ALL questions below:

- a) What differentiates TV Journalism from other mediums of Journalism? [CO1] [L1]
- b) When did Doordarshan DD start in India? [CO1] [L1]
- c) What is the full form of MCR? [CO1] [L1]
- d) In the process of News Production, what comes first - editing or scripting? [CO3] [L2]
- e) Logging or preparing logs is a part of pre-production or post-production. [CO1] [L2]
- f) Define Bytes in TV News. [CO1] [L1]
- g) What is the full form of OTT? [CO1] [L1]
- h) What is the full form of PCR? [CO1] [L1]
- i) What is another name for Social Media? [CO1] [L1]
- j) Name a Film that you have seen on an OTT platform recently. Also name the OTT platform on which you have seen that Film? What was the social message given by the film. [CO2] [L1] **1×10**

PART-A

- Q.2 Discuss the journey of Television News from Doordarshan DD to 24 hours news channels. [CO2] [L2] **10**
- Q.3 What is meant by TV News Production? Discuss the functions and importance of the TV News Production Desk. [CO3] [L3] **10**
- Q.4 Explain the importance of Editing in TV News Production. Mention the various stages and their importance that one should keep in mind while editing. [CO3] [L3] **10**

PART-B

- Q.5 Analyse the difference between Anchor Leads and PTCs. Discuss various nuances of preparing a News Bulletin. [CO2] [L4] **10**
- Q.6 Evaluate the ethics and code of conduct for TV in India. Support with examples. [CO2] [L5] **10**
- Q.7 Explain the role of social media in breaking news. How should one guard against the fake news? [CO2] [L3] **10**

End Semester Examination, Dec. 2023
B.A. (Journalism and Mass Communication) — Fifth Semester
INTEGRATED MARKETING COMMUNICATION (BJMC-DS-505)

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 in brief:
- Define Integrated Marketing Communication (IMC).
 - List two key components of an IMC strategy.
 - Name two traditional advertising channels used in IMC.
 - What is the role of public relations in IMC?
 - Explain the difference between push and pull marketing strategies. [CO1][L1] **2×5**

PART-A

- Q.2 Trace the historical evolution of marketing communication from its early days to the emergence of IMC. Discuss the factors and developments that led to the need for IMC in contemporary marketing practices. [CO1][L3] **10**
- Q.3 Describe the process and stages involved in Integrated Marketing Communication (IMC). How does each stage contribute to the overall success of an IMC campaign? Provide examples to illustrate your points. [CO2][L3] **10**
- Q.4 Evaluate the concept of brand portfolios and their management within a company. Explain the various strategies that companies can employ when managing multiple brands within their portfolio. [CO1][L3] **10**

PART-B

- Q.5 Outline the various promotional tools and techniques available to marketers. Compare and contrast advertising, sales promotion, personal selling, and direct marketing as promotional methods. [CO2][L2] **10**
- Q.6 The Competition Commission of India (CCI) plays a crucial role in regulating and promoting fair competition in the Indian market. Provide an overview of the functions and powers of the CCI. [CO1][L4] **10**
- Q.7 Explain the significance of aligning IMC messages with a brand's overall marketing strategy. Provide examples of how a cohesive message strategy can enhance brand equity and customer loyalty? [CO1][L2, 3] **10**

End Semester Examination, Dec. 2023

B.A. (Journalism and Mass Communication) — Fifth Semester

BRAND MANAGEMENT (BJMC-DS-506)

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:

- a) Give an example of a brand that successfully extended its product line.
- b) Briefly explain the concept of brand values.
- c) Why is crisis management essential for brand protection?
- d) Briefly explain the role of a tagline in brand communication.
- e) What is brand USP? Briefly explain.

[CO3][L1] **2×5**

PART-A

Q.2 Explain the concept of a brand. Provide a brief historical overview of the evolution of brands. [CO1][L1] **10**

Q.3 Describe strategies for creating brand loyalty. How can a brand effectively communicate with its target audience and buyers? Provide suitable examples. [CO2][L2] **10**

Q.4 Discuss the role of Corporate Social Responsibility (CSR) in brand management. [CO3][L5] **10**

PART-B

Q.5 Develop a comprehensive brand strategy for a local, eco-friendly, and sustainable product. [CO3][L6] **10**

Q.6 Discuss the factors that should be considered when selecting a brand ambassador? [CO1][L2] **10**

Q.7 Discuss the role of CSR in the context of brand management. [CO2][L2] **10**

End Semester Examination, Dec. 2023
B.A. (Journalism and Mass Communication) — Fifth Semester
CORPORATE COMMUNICATION (BJMC-DS-507)

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 in the given topics:

- a) Shares
- b) SEBI
- c) IPO
- d) Sponsorship
- e) Nifty

[CO1] [L1] **2×5**

PART-A

Q.2 Differentiate between Public Relations and Corporate Communication. Provide examples to illustrate the differences. [CO1] [L2] **10**

Q.3 Define "Financial Publics" in Corporate Communication. Explain their significance and impact on organizations. [CO2] [L1] **10**

Q.4 Analyze "Lobbying" as a tool of Corporate Communication. Provide case studies illustrating the effective use of this tool in corporate communication strategies. [CO3] [L4] **10**

PART-B

Q.5 Briefly explain the functions and responsibilities of SEBI (Securities and Exchange Board of India) in the Indian financial system. [CO1] [L2] **10**

Q.6 Describe the role of Media Relations in Corporate Communication. How can an organization maintain a positive relationship with the media? [CO2] [L3] **10**

Q.7 What are Bonds, Debentures, and Shares in financial communication? Provide a simple explanation of each, and discuss their importance for corporations. [CO2] [L2] **10**

End Semester Examination, Dec. 2023

M.A. (English) – Third Semester

PLACEMENT COMPETENCY ENHANCEMENT-II (CDC-FME-511)

Time: 1½ hrs.

Max Marks: **50**

No. of pages: 6

Note: All questions are **compulsory**. Each question has **FOUR** options with **ONE** correct answer. Select the correct answer. All questions are of **ONE** mark each. There is no **NEGATIVE** marking. Mention the correct option for each question in the blank answer key given herein below. Calculator is not permitted.

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
11.	12.	13.	14.	15.	16.	17.	18.	19.	20.
21.	22.	23.	24.	25.	26.	27.	28.	29.	30.
31.	32.	33.	34.	35.	36.	37.	38.	39.	40.
41.	42.	43.	44.	45.	46.	47.	48.	49.	50.

Directions (Q.1 to Q.19): Select the correct option in each, from the following: [CO1][L2]

- Q.1 Which of the following clothing items is generally considered inappropriate for the workplace?
a) A tailored suit
b) A graphic t-shirt with offensive content
c) Dark-colored Shirts
d) Closed-toe shoes
- Q.2 What is the purpose of adhering to workplace dress codes and clothing etiquettes?
a) To stifle individuality and creativity.
b) To promote a professional image and maintain a respectful environment.
c) To make everyone look the same.
d) To encourage a casual and relaxed atmosphere. [CO1] [L2]
- Q.3 In a formal business setting, what type of footwear is typically considered appropriate for men?
a) Sandals b) Formal shoes c) Running shoes d) Flip-flops [CO1] [L2]
- Q.4 What should you do if you are unsure about the dress code at your workplace?
a) Wear your favorite outfit.
b) Ask a coworker for their opinion.
c) Consult the company's dress code policy or HR department.
d) Dress casually to be on the safe side. [CO1] [L2]
- Q.5 When wearing a suit, what is the recommended guideline for the color of socks for men?
a) Match the color of the suit.
b) Always wear black socks.
c) Coordinate with the color of the shoes.
d) Any color is acceptable. [CO1] [L2]
- Q.6 When choosing jewelry for the workplace, what is a good rule of thumb for women?
a) Layer on as many pieces as possible for a bold look.
b) Keep it simple and understated.
c) Wear statement jewelry to stand out.
d) Match jewelry to the color of your clothing. [CO1] [L2]

- Q.7 What should you do if you receive a call while in a meeting or another important task?
a) Ignore the call and let it go to voicemail.
b) Quickly answer the call and ask the caller to hold on.
c) Politely excuse yourself and step out to take the call.
d) Put the call on speakerphone and continue your current task. [CO1] [L2]
- Q.8 If you need to place a caller on hold, what should you do first?
a) Simply press the hold button without informing the caller.
b) Politely ask the caller if they mind being placed on hold and wait for their response.
c) Put the caller on hold and forget about the call while you attend to other tasks.
d) Disconnect the call. [CO1] [L2]
- Q.9 During a phone conversation, if you need to transfer the call to another colleague, what should you do first?
a) Disconnect the call and call the colleague separately.
b) Politely inform the caller that you'll be transferring them and ask for their consent.
c) Place the call on hold and transfer it without informing the caller.
d) Hang up and hope the caller calls back later. [CO1] [L2]
- Q.10 When speaking on the phone, what should you avoid doing to maintain clear communication?
a) Speak quickly to save time. b) Use technical jargon without explanation.
c) Repeat key points for clarity. d) Listen actively and show empathy. [CO1] [L2]
- Q.11 When should you send a thank-you note or email after a job interview?
a) Within a week of the interview.
b) Within 24 hours of the interview.
c) Only if you think you aced the interview.
d) It's not necessary to send a thank-you note.
- Q.12 Which of the following is considered appropriate body language during an interview?
a) Slouching in your chair b) Maintaining strong eye contact
c) Fidgeting and tapping your fing d) Avoiding all eye contact [CO1] [L2]
- Q.13 When shaking hands with the interviewer(s), what is the proper approach?
a) Offer a limp handshake.
b) Use a firm handshake and make eye contact.
c) Avoid shaking hands altogether.
d) Offer a double handshake for emphasis. [CO1] [L2]
- Q.14 After the interview, if the employer hasn't contacted you within the timeframe they mentioned, what should you do?
a) Send a demanding email to inquire about their decision.
b) Assume you didn't get the job and move on.
c) Wait patiently without reaching out.
d) Follow up with a polite email expressing your continued interest. [CO1] [L2]
- Q.15 Men should be aware of all the following grooming tips, except for:
a) Your face should be cleanly shaved or well-maintained.
b) It is best practice to brush your teeth or have a piece of gum after meals.
c) A firm handshake is the best gesture for good impression.
d) Hands and nails should be well maintained. [CO1] [L2]

- Q.16 In etiquette-attire best practice, while choosing your wardrobe for work, navy blue, khaki, white, grey, and black should be staple colors. [CO1] [L2]
 a) True b) False c) Can't say d) None of these
- Q.17 Shoes for both men and women should be:
 a) Steel-toed for protection b) Brightly color
 c) Open-toed for comfort d) Cleaned and polished [CO1] [L2]
- Q.18 What is the one thing that you don't want to do during the first interview? [CO4] [L2]
 a) Negotiate pay b) Connect with the interviewer
 c) Communicate why you are a good fit d) Close by arranging the next interview
- Q.19 What should you do while preparing for an interview?
 a) Research the company.
 b) Learn the company's concerns.
 c) Practice top interview questions and answers.
 d) All of the above. [CO4] [L2]
- Q.20 Who is the most important person to greet in a friendly and respectful manner?
 a) The receptionist b) The secretary
 c) The Interviewer d) All of the above [CO4] [L2]
- Q.21 When answering interview questions, it is important to:
 a) Be specific b) Be general
 c) Stretch the facts to look good d) Misquoting facts [CO4] [L2]
- Q.22 In every answer you give, the employer is looking for:
 a) How you will save them time? b) How you will save them money?
 c) How you will solve their problem(s)? d) All of the above. [CO4] [L2]
- Q.23 As soon as the interview is over, you should:
 a) Go home and rest. You deserve it.
 b) Replay each question and answer in your mind.
 c) Send an immediate thank you note.
 d) Sit back and wait for the job offer to come in. [CO4] [L2]
- Q.24 At the start of an interview, you should:
 a) Try to find common interests.
 b) Look around the office for things.
 c) Shake the interviewer's hand firmly and maintain the eye contact.
 d) All of the above. [CO4] [L2]
- Q.25 While attending the online interview you should not:
 a) dress casually
 b) keep your camera on
 c) keep the microphone off
 d) should be sitting at a well-lit place and attend [CO3] [L2]
- Q.26 Interviews are conversations with
 a) fun b) purpose c) friendliness d) informality [CO3] [L2]
- Q.27 Which of these is not a type of interview?
 a) Screening interview b) Stress interview
 c) Music interview d) Lunch interview [CO3] [L2]

Directions (Q.28 to Q.30): Select the correct option in each, from the following: [CO2] [L2]

- Q.28 Gesture, posture, eye contact are considered to be
a) Technical skills b) Social Skills c) body language d) None of these
- Q.29 "You should be authentic in an interview" is to be
a) False b) Invalid c) surprising d) Real [CO3] [L2]
- Q.30 Before your interview in the company, what should you do?
a) prepare b) call c) research d) visit [CO3] [L2]
- Q.31 Should you answer interview questions in complete sentences or give one word answer?
a) complete sentences b) one word answers
c) both d) neither [CO3] [L2]
- Q.32 What is the rule to decide the color of the belt (for men)?
a) always wear black
b) the belt should match the color of the shoe
c) the belt should match the color of trousers
d) the belt should match the color of the tie [CO3] [L2]
- Q.33 What should you consider when selecting multimedia elements for your presentation?
a) Their visual appeal only.
b) Their relevance to the content and audience.
c) Their cost and availability.
d) Their file size only. [CO2] [L2]
- Q.34 What is the purpose of a multimedia presentation's conclusion or summary slide?
a) To introduce the topic. b) To list the references used.
c) To provide a recap of key points. d) To display animations and effects. [CO2] [L2]
- Q.35 What is the purpose of adding transitions in a multimedia presentation?
a) To increase the file size.
b) To make the presentation visually appealing and smooth.
c) To slow down the presentation.
d) To reduce the quality of multimedia elements. [CO2] [L2]
- Q.36 What characterizes aggressive communication?
a) Open and honest expression of feelings.
b) Passive acceptance of others' opinions.
c) Hostile and forceful behavior.
d) Collaborative problem-solving. [CO2] [L2]
- Q.37 Which communication style is often seen as the most balanced and effective approach in interpersonal interactions?
a) Passive communication. b) Aggressive communication.
c) Assertive communication. d) Passive-aggressive communication. [CO2] [L2]
- Q.38 What is a common challenge in group communication that arises from having too many members participating?
a) Increased efficiency and productivity.
b) Improved decision-making.
c) Difficulty managing time and keeping engaged.

- d) Enhanced creativity. [CO2] [L2]
- Q.39 In a group communication, what is the role of a facilitator?
- a) To dominate the conversation and impose their views.
 - b) To keep the group on track, manage time.
 - c) To remain silent and let the group members lead the discussion.
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- Q.40 How can the use of color in workplace visual design influence employees' perception of auditory cues, such as alarms or notifications?
- a) It has no impact on auditory perception.
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- Q.43 Which of the following best describes an employability mindset for freshers?
- a) A mindset focused solely on job security.
 - b) A mindset that values adaptability, continuous learning, and proactive career development.
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- Q.44 Which facial expression is typically associated with happiness and positive emotions?
- a) A frown
 - b) A neutral expression
 - c) A smile
 - d) Closed eyes [CO2] [L2]
- Q.45 What is the role of body language and demeanor during your self-introduction?
- a) To avoid all eye contact with the interviewer.
 - b) To appear overly relaxed and informal.
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- a) "I hope you hire me because I need a job".
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- Q.47 What should you do to ensure your portfolio is tailored to the specific interview or job application?
- a) Include every document you have related to your career.
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- Q.48 In a portfolio for a creative role, which of the following is essential to include?
- a) A list of technical skills.
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- Q.49 When researching an employer, where can you typically find information about their company culture?
- a) In their financial reports.
 - b) On their social media profiles.
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 - d) In their government filings. [CO2] [L2]
- Q.50 How can researching an employer's industry trends help you in the job application process?
- a) It helps you copy the strategies of their competitors.
 - b) It demonstrates that you have no industry knowledge.
 - c) It allows you to understand the challenges and opportunities facing the company.
 - d) It guarantees you a job offer. [CO2] [L2]

End Semester Examination, Dec. 2023
 B.A. (Media and Communication) – Fifth Semester
PROFESSIONAL COMPETENCY ENHANCEMENT-II (CDC-JMC-311)

Time: 1½ hrs.

Max Marks: **50**

No. of pages: 6

Note: All questions are **compulsory**. Each question has **FOUR** options with **ONE** correct answer. Select the correct answer. All questions are of **ONE** mark each. There is no **NEGATIVE** marking. Mention the correct option for each question in the blank answer key given herein below. Calculator is not permitted.

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21.	22.	23.	24.	25.	26.	27.	28.	29.	30.
31.	32.	33.	34.	35.	36.	37.	38.	39.	40.
41.	42.	43.	44.	45.	46.	47.	48.	49.	50.

Directions (Q.1 to Q.11): Select the correct option from the following.

- Q.1 What does the term "monochronic" culture refer to in the context of time culture?
 a) People who prioritize punctuality and precise scheduling.
 b) People who value flexibility and adaptability in their schedules.
 c) People who view time as a fluid and continuous concept.
 d) People who believe in the cyclical nature of time. [CO3] [L2]
- Q.2 Which type of work culture values completing one task at a time and adhering to strict schedules?
 a) Polychromic b) Karros c) Monochronic d) Cyclical [CO3] [L2]
- Q.3 Which cultural concept emphasizes the idea that time is money and encourages efficiency and productivity?
 a) Chromos culture b) Karros culture
 c) Polychromic culture d) Monochronic culture [CO3] [L2]
- Q.4 Which cultural attitude towards time is more commonly associated with cultures in Western countries?
 a) Polychromic b) Cyclical c) Kairos d) Monochronic [CO3] [L2]
- Q.5 What does it mean when someone crosses their arms while listening to a speaker?
 a) They are likely feeling open and receptive.
 b) They are displaying a defensive or closed-off attitude.
 c) They are experiencing physical discomfort.
 d) They are showing enthusiasm and engagement. [CO3] [L2]
- Q.6 When someone avoids eye contact during a conversation, it can signal: [CO3] [L2]
 a) Honesty and openness b) Confidence and assertiveness
 c) Deception or discomfort d) Eagerness to engage in the conversation
- Q.7 Leaning forward during a conversation is generally associated with:
 a) Disinterest b) Aggression
 c) Active listening and engagement d) Anxiety [CO3] [L2]
- Q.8 Proxemics refers to the study of:
 a) Facial expressions b) Hand gestures
 c) The use of space in communication d) Vocal tone and pitch [CO3] [L2]

Q.9 The use of space in communication can vary significantly across cultures. In high-context cultures, what is often emphasized in communication?
a) The physical distance between communicators.
b) The importance of spoken words and explicit language.
c) The use of touch and body language.
d) The use of written communication. [CO3] [L2]

Q.10 In many Western cultures, what distance is considered the "personal space" zone for close friends and family? [CO3] [L2]
a) Intimate distance (0-18 inches) b) Personal distance (18 inches to 4 feet)
c) Social distance (4-12 feet) d) Public distance (12 feet and beyond)

Q.11 What is the primary purpose of a cover letter when applying for a job?
a) To provide a detailed list of qualifications.
b) To summarize your entire work history.
c) To introduce yourself and explain why you are a good fit for the position
d) To request an interview date and time [CO4] [L2]

Directions (Q.12 to Q.20): Select the correct option from the following. [CO4] [L2]

Q.12 What is the recommended length for a cover letter?
a) One page
b) Two pages
c) Three pages
d) As long as necessary to cover all qualifications.

Q.13 Which of the following should NOT be included in a cover letter?
a) Your contact information.
b) Your salary expectations.
c) A brief overview of your relevant qualifications.
d) A call to action, expressing your interest in an interview. [CO4] [L2]

Q.14 Gesture, posture eye contacts are considered to be.
a) not important b) social skills c) body language d) soft skills [CO3] [L2]

Q.15 You should be authentic in an interview would mean to be
a) false b) invalid c) surprising d) real [CO4] [L2]

Q.16 Before your interview in the company, which one of the following you should do
a) Prepare b) Call c) Rehearse d) Visit [CO4] [L2]

Q.17 What is the one thing you don't want to do during the first interview? [CO4] [L2]
a) Ask about the job role b) Connect with the interviewer
c) Communicate why you are a good fit d) Close by arranging the next interview

Q.18 What should you NOT do to prepare for an interview?
a) Research the company
b) Learn the company's concerns and problems
c) Practice top interview Q&A
d) None of these [CO4] [L2]

Q.19 When answering interview questions, it is important to:
a) Be specific
b) Be general
c) Stretch the facts to look good
d) Seize control of the interview whenever possible [CO4] [L2]

Q.20 In every answer you give, the employer is looking for:

- a) How you will save them time b) How you will save them money
c) How you will solve their problem d) All of the above [CO4] [L2]

- Q.21 As soon as the interview is over, you should:
a) Go home and rest. You deserve it.
b) Replay each question and answer in your mind.
c) Send an immediate thank you note.
d) Sit back and wait for the job offer to come in. [CO4] [L2]

- Q.22 When providing an overview of your work experience, which should you mention first?
a) Your current job.
b) Your very first job.
c) The job you enjoyed the most.
d) The job that's least relevant to the position you're applying for. [CO4] [L2]

- Q.23 While attending the online interview you can. [CO4] [L2]
a) Dress casually b) Should keep your camera on
c) Should keep the microphone off d) Should be sitting at any place and attend

- Q.24 Which of the following is NOT a characteristic of an employability mindset?
a) Continuous learning and skill development.
b) Adaptability to changing job requirements.
c) A rigid career plan with no room for change.
d) Networking and building professional relationships. [CO4] [L2]

- Q.25 What does it mean to have a growth mindset in terms of employability? [CO4] [L2]
a) Believing that job opportunities will always be abundant.
b) Believing that one's skills and abilities can be developed with effort and learning.
c) Focusing on a fixed set of skills and avoiding new challenges.
d) Embracing a narrow career path without exploring other options.

- Q.26 What is the primary goal of a one-on-one feedback session in the workplace?
a) To criticize and demoralize the employee.
b) To identify personal weaknesses and limitations.
c) To build a strong rapport between the manager and employee.
d) To provide constructive feedback and facilitate professional growth. [CO4] [L2]

- Q.27 What is the purpose of an agenda in a business meeting?
a) To record minutes of the meeting.
b) To keep the meeting running on time and focused on specific topics.
c) To list all the participants in the meeting.
d) To provide a summary of the meeting's outcomes. [CO4] [L2]

- Q.28 During a team meeting, what should you do to actively participate in the discussion?
a) Interrupt others to share your thoughts immediately.
b) Maintain eye contact and nod frequently.
c) Keep silent to avoid conflicts.
d) Multitask by checking your phone for messages. [CO4] [L2]

- Q.29 When someone says, "Let's take this offline", in a meeting, what do they mean?
a) Let's continue discussing this topic later in the same meeting.
b) Let's continue discussing this topic in a different location.
c) Let's end the discussion.
d) Let's postpone the meeting. [CO4] [L2]

- Q.30 What is the meaning of the term "brainstorming" in corporate lingo?

- a) Panic and abruptly end the interview.
- b) Pretend the issues don't exist and continue.
- c) Politely inform the interviewer of the problem and attempt to troubleshoot.
- d) Blame the interviewer for the technical issues. [CO4] [L2]

Q.41 How should you maintain eye contact during an online interview?

- a) Stare intensely at the camera the entire time.
- b) Look at your own image on the screen.
- c) Look directly at the interviewer's image on the screen.
- d) Keep your eyes closed. [CO4] [L2]

Q.42 What is the best way to demonstrate your interest in the job during an online interview?

- a) Yawn frequently to show enthusiasm.
- b) Ask about the salary and benefits right away.
- c) Research the company.
- d) Show disinterest and apathy. [CO4] [L2]

Q.43 When presenting design or visual work in a portfolio, what should you pay attention to?

- a) The size of the paper or screen.
- b) The use of complex jargon and technical terms.
- c) The visual layout, clarity, organization of your work.
- d) The background color of the portfolio. [CO4] [L2]

Q.44 In a portfolio, what is the purpose of including a personal statement or introduction?

- a) To complain about previous employers.
- b) To describe your favorite vacation.
- c) To share personal anecdotes.
- d) To provide a brief overview of your background, skills, and goals. [CO4] [L2]

Q.45 How should you handle questions or discussions about your portfolio during an interview?

- a) Avoid discussing your portfolio; it's already presented.
- b) Answer questions with "yes" or "no" responses.
- c) Be prepared to discuss and elaborate on the items in your portfolio, highlighting your achievements and skills.
- d) Direct all questions to the interviewer and remain silent. [CO4] [L2]

Q.46 How should you conclude an online interview?

- a) Disconnect abruptly without saying anything.
- b) Thank the interviewer for their time, express your interest in the role, and ask about the next steps.
- c) Complain about the technical issues you encountered during the interview.
- d) Request an immediate job offer. [CO4] [L2]

Q.47 How should you handle friend or connection requests on social media?

- a) Accept all requests to increase your follower count.
- b) Reject all requests to maintain privacy.
- c) Carefully review requests and accept those from individuals you know or trust.
- d) Ignore all requests without reviewing them. [CO4] [L2]

Q.48 Which of the following elements is typically NOT included in a social media profile?

- a) Profile picture
- b) Username or handle
- c) Bio or about section
- d) GPS location [CO4] [L2]

Q.49 What is the purpose of the bio or "about me" section on a social media profile?

- a) To list your favorite movies and TV shows.
- b) To share your daily routine.
- c) To provide a brief summary about you.
- d) To post inspirational quote.

[CO4] [L2]

Q.50 What is the purpose of privacy settings on social media profiles?

- a) To make your profile completely invisible to others.
- b) To control who can see your content and personal information.
- c) To prevent anyone from sending you friend requests.
- d) To limit your ability to post content.

[CO4] [L2]

End Semester Examination, Dec. 2023

M.A. (Journalism and Mass Communication) – Third Semester PROFESSIONAL COMPETENCY ENHANCEMENT-II (CDC-JMC-512)

Time: 1½ hrs.

Max Marks: **50**

No. of pages: 6

Note: All questions are **compulsory**. Each question has **FOUR** options with **ONE** correct answer. Select the correct answer. All questions are of **ONE** mark each. There is no **NEGATIVE** marking. Mention the correct option for each question in the blank answer key given herein below. Calculator is not permitted.

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31.	32.	33.	34.	35.	36.	37.	38.	39.	40.
41.	42.	43.	44.	45.	46.	47.	48.	49.	50.

Directions (Q.1 to Q.19): Select the correct option in each, from the following: [CO1] [L2]

- Q.1 Which of the following clothing items is generally considered inappropriate for the workplace?
a) A tailored suit
b) A graphic t-shirt with offensive content
c) Dark-colored Shirts
d) Closed-toe shoes
- Q.2 What is the purpose of adhering to workplace dress codes and clothing etiquettes?
a) To stifle individuality and creativity.
b) To promote a professional image and maintain a respectful environment.
c) To make everyone look the same.
d) To encourage a casual and relaxed atmosphere. [CO1] [L2]
- Q.3 In a formal business setting, what type of footwear is typically considered appropriate for men?
a) Sandals b) Loafers c) Running shoes d) Flip-flops [CO1] [L2]
- Q.4 What should you do if you are unsure about the dress code at your workplace?
a) Wear your favorite outfit.
b) Ask a coworker for their opinion.
c) Consult the company's dress code policy or HR department.
d) Dress casually to be on the safe side. [CO1] [L2]
- Q.5 When wearing a suit, what is the recommended guideline for the color of socks for men?
a) Match the color of the suit
b) Always wear black socks
c) Coordinate with the color of the shoes
d) Any color is acceptable [CO1] [L2]
- Q.6 When choosing jewelry for the workplace, what is a good rule of thumb for women?
a) Layer on as many pieces as possible for a bold look.
b) Keep it simple and understated.
c) Wear statement jewelry to stand out.
d) Match jewelry to the color of your clothing. [CO1] [L2]

- Q.7 What should you do if you receive a call while in a meeting or another important task?
a) Ignore the call and let it go to voicemail.
b) Quickly answer the call and ask the caller to hold on.
c) Politely excuse yourself and step out to take the call.
d) Put the call on speakerphone and continue your current task. [CO1] [L2]
- Q.8 If you need to place a caller on hold, what should you do first?
a) Simply press the hold button without informing the caller.
b) Politely ask the caller if they mind being placed on hold and wait for their response.
c) Put the caller on hold and forget about the call while you attend to other tasks.
d) Disconnect the call. [CO1] [L2]
- Q.9 During a phone conversation, if you need to transfer the call to another colleague, what should you do first?
a) Disconnect the call and call the colleague separately.
b) Politely inform the caller that you'll be transferring them and ask for their consent.
c) Place the call on hold and transfer it without informing the caller.
d) Hang up and hope the caller calls back later. [CO1] [L2]
- Q.10 When speaking on the phone, what should you avoid doing to maintain clear communication?
a) Speak quickly to save time. b) Use technical jargon without explanation.
c) Repeat key points for clarity. d) Listen actively and show empathy. [CO1] [L2]
- Q.11 When should you send a thank-you note or email after a job interview?
a) Within a week of the interview.
b) Within 24 hours of the interview.
c) Only if you think you aced the interview.
d) It's not necessary to send a thank-you note.
- Q.12 Which of the following is considered appropriate body language during an interview?
a) Slouching in your chair b) Maintaining strong eye contact
c) Fidgeting and tapping your fing d) Avoiding all eye contact [CO1] [L2]
- Q.13 When shaking hands with the interviewer(s), what is the proper approach?
a) Offer a limp handshake
b) Use a firm handshake and make eye contact
c) Avoid shaking hands altogether
d) Offer a double handshake for emphasis [CO1] [L2]
- Q.14 After the interview, if the employer hasn't contacted you within the timeframe they mentioned, what should you do?
a) Send a demanding email to inquire about their decision.
b) Assume you didn't get the job and move on.
c) Wait patiently without reaching out.
d) Follow up with a polite email expressing your continued interest. [CO1] [L2]
- Q.15 Men should be aware of all the following grooming tips, except for:
a) Your face should be cleanly shaved or well-maintained.
b) It is best practice to brush your teeth or have a piece of gum after meals.
c) A firm handshake is the best gesture for good impression.
d) Hands and nails should be well maintained. [CO1] [L2]

- Q.16 In etiquette-attire best practice, while choosing your wardrobe for work, navy blue, khaki, white, grey, and black should be staple colors. [CO1] [L2]
 a) True b) False c) Can't say d) None of these
- Q.17 Shoes for both men and women should be:
 a) Steel-toed for protection b) Brightly color
 c) Open-toed for comfort d) Cleaned and polished [CO1] [L2]
- Q.18 What is the one thing that you don't want to do during the first interview? [CO4] [L2]
 a) Negotiate pay b) Connect with the interviewer
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 b) Learn the company's concerns
 c) Practice top interview questions and answers
 d) All of the above [CO4] [L2]
- Q.20 Who is the most important person to greet in a friendly and respectful manner?
 a) The receptionist b) The secretary
 c) The Interviewer d) All of the above [CO4] [L2]
- Q.21 When answering interview questions, it is important to:
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 a) Go home and rest. You deserve it.
 b) Replay each question and answer in your mind
 c) Send an immediate thank you note.
 d) Sit back and wait for the job offer to come in [CO4] [L2]
- Q.24 At the start of an interview, you should:
 a) Try to find common interests.
 b) Look around the office for things
 c) Shake the interviewer's hand firmly and maintain the eye contact.
 d) All of the above [CO4] [L2]
- Q.25 While attending the online interview you should not:
 a) Dress casually
 b) Keep your camera on
 c) Keep the microphone off
 d) Should be sitting at a well-lit place and attend [CO3] [L2]
- Q.26 Interviews are conversations with
 a) fun b) purpose c) friendliness d) informality [CO3] [L2]
- Q.27 Which of these is not a type of interview?
 a) Screening interview b) Stress interview

- b) Improved decision-making
 c) Difficulty managing time and keeping engaged
 d) Enhanced creativity [CO2] [L2]
- Q.39 In a group communication, what is the role of a facilitator?
 a) To dominate the conversation and impose their views.
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- Q.46 Which of the following is an example of an effective closing statement in a self-introduction?
 a) "I hope you hire me because I need a job".

- b) "Thank you for your time. I look forward to working here".
- c) "I have many other interviews lined up, so please make a quick decision".
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- a) In their financial reports
- b) On their social media profiles
- c) In their stock price history
- d) In their government filings [CO2] [L2]
- Q.50 How can researching an employer's industry trends help you in the job application process?
- a) It helps you copy the strategies of their competitors.
- b) It demonstrates that you have no industry knowledge.
- c) It allows you to understand the challenges and opportunities facing the company.
- d) It guarantees you a job offer. [CO2] [L2]

End Semester Examination, Dec. 2023
OPEN ELECTIVE – COMMON FOR ALL BRANCHES
ORAL HISTORY METHODOLOGY (ENG-OE-005)

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 (**any four**):

- a) Define 'oral history'. [CO-1][L-1]
- b) Write two salient features of oral history. [CO-2][L-2]
- c) Oral history deals with people's experiences. Explain. [CO-3][L-3]
- d) Comment on the equipment one should carry during interview. [CO-4][L-4]
- e) What are the things you should keep in mind during interview? [CO-5][L-5]
- f) Is written history different from oral history? [CO-6][L-6] **4×5**

PART-A

- Q.2 In oral history, the act of recording is called inter/view. Explain. [CO-1][L-1] **20**
- Q.3 What is the role of memory in oral history? [CO-2][L-2] **20**
- Q.4 Comment on the norms one must keep in mind while preparing questions. [CO-3][L-3] **20**

PART-B

- Q.5 Write a book review on a topic of oral history. [CO-4][L-4] **20**
- Q.6 Oral history allows voices from the margins to come to the light. Explain. [CO-5][L-5] **20**
- Q.7 Is oral history different from conventional form of history? Argue for or against the topic. [CO-6][L-6] **20**

End Semester Examination, Dec. 2023
OPEN ELECTIVE - COMMON FOR ALL BRANCHES
CONFLICT LITERATURE (ENG-OE-006)

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 (**any four**):

- | | |
|---|-------------------------|
| a) What is conflict? | [CO-2] [L-1] |
| b) Discuss central theme in the short story, "Lajwanti". | [CO-1] [L-2] |
| c) Write a note on the title of <i>Lajwanti</i> . | [CO-3] [L-2] |
| d) Critically analyze the poem "strange meeting" by wilfred owen. | [CO-2] [L-3] |
| e) Summarize the poem "soldier". | [CO-3] [L-2] |
| f) What do you understand by conflict literature? | [CO-2] [L-1] 4×5 |

PART-A

- | | |
|---|------------------------|
| Q.2 What is Conflict? How do you interpret conflict through literature? | [CO-2] [L-1] 20 |
| Q.3 Narrate the story of 'Lajwanti' in the light of partition. | [CO-1] [L-2] 20 |
| Q.4 Discuss two major conflicts around the world. | [CO-3] [L-2] 20 |

PART-B

- | | |
|--|------------------------|
| Q.5 How is partition depicted in The Film Tamas? | [CO-2] [L-1] 20 |
| Q.6 Write a commentary of Ukraine - Russia conflict | [CO-1] [L-2] 20 |
| Q.7 Narrate the story of <i>Mettle Proof Jacket</i> as conflict narrative. | [CO-3] [L-3] 20 |

End Semester Examination, Dec. 2023
OPEN ELECTIVE – COMMON FOR ALL BRANCHES
FASHION COMMUNICATION (JMC-OE-002)

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:
- a) What is the importance of professional ethics and responsibilities in fashion journalism?
 - b) What is a fashion portfolio file and its purpose?
 - c) How does fashion journalism contribute to the understanding of fashion trends?
 - d) Why is creativity considered a crucial quality for a fashion journalist?
 - e) Why is fashion forecasting essential for the fashion business? [CO1][L1] **2×5**

PART-A

- Q.2 Analyze one successful case study of a fashion brand and its marketing strategies. [CO1][L2] **10**
- Q.3 Analyze the role of photography in fashion journalism. [CO2][L4] **10**
- Q.4 Discuss the key elements of a successful fashion marketing campaign. [CO3][L1] **10**

PART-B

- Q.5 Analyze the branding strategies of a successful fashion brand. [CO2][L4] **10**
- Q.6 Explain the importance of a fashion portfolio. [CO3][L2] **10**
- Q.7 Discuss how culture and society impact fashion? [CO3][L1] **10**

End Semester Examination, Dec. 2023

OPEN ELECTIVE - COMMON FOR ALL BRANCHES

GENDER AND MEDIA (JMC-OE-004)

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:

- a) How does a code of ethics benefit gender reporting?
- b) Discuss sexual objectification in media.
- c) How is sexual harassment defined?
- d) Explain the concept of unequal pay.
- e) Define "gendered minorities."
- f) What is the fourth wave of feminism?
- g) Discuss the women's movement in India.
- h) Define 'patriarchy'.
- i) How does gender impact power dynamics?
- j) How do types of gender identities vary?

[CO-1, 2][L-2,3] **2×10**

PART-A

Q.2 Explain the concept of gender socialization and its role in shaping individuals' understanding of their gender roles and identities. [CO-1][L-2] **20**

Q.3 Explore the history and significance of the women's movement in India. What were the major challenges and achievements of this movement in the context of Indian society? [CO-1][L-1] **20**

Q.4 Discuss the relationship between gender and education, highlighting the challenges and opportunities that individuals may face based on their gender identity. How can education be a tool for promoting gender equality? [CO-2][L-3] **20**

PART-B

Q.5 Discuss the role of legislation and policy in addressing gender-related issues. How have legal frameworks evolved to combat discrimination, violence, and inequality, and what areas still require attention and reform? [CO-1][L-3] **20**

Q.6 Discuss changing trends in media, such as the rise of OTT (Over-the-top) platforms, subversive images, and the challenging of patriarchy. How have these developments impacted the representation of gender and sexuality in media? [CO-2][L-3] **20**

Q.7 Examine the importance of a code of ethics in gender reporting. What are the key principles and guidelines that should be included in such a code, and how can it help improve the quality and ethics of reporting on gender issues? [CO-1][L-3] **20**

End Semester Examination, Dec. 2023
OPEN ELECTIVE - COMMON FOR ALL BRANCHES
INFORMATION TECHNOLOGY AND SOCIAL MEDIA
(JMC-OE-005)

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:
- What is the "algorithm" on social media platforms, and why is it important?
 - How can businesses use social media for marketing and customer engagement?
 - What is the significance of the "blue verification checkmark" on platforms like Twitter and Instagram?
 - What are "emoticons" and "emojis," and how do they differ?
 - Explain the concept of "user-generated content" in social media marketing.
 - Briefly explain the difference between "HTTP" and "HTTPS" in website URLs.
 - What is the significance of an "IP address" on the internet?
 - What does "VoIP" stand for, and how does it work in communication over the internet?
 - Describe the role of "cookies" in web browsing and online tracking.
 - What is the purpose of "search engines" on the internet, and name one popular search engine?
- [CO-1] [L-1] **2×10**

PART A

- Q.2 Explain the key provisions and objectives of the Information Technology (IT) Act of 2000 in India. Discuss its significance in the context of electronic commerce, data protection, and addressing cybercrimes. Provide examples of relevant sections within the Act to support your explanation. [CO-1] [L-03] **20**
- Q.3 Discuss the importance of social media in the online news presentation. Explain how social media has transformed the way news is disseminated, consumed, and interacted with. Provide examples of its impact on journalism and the benefits and challenges it presents to news organizations. [CO-1] [L-03] **20**
- Q.4 In online media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments. [CO-2] [L-03] **20**

PART-B

- Q.5 Why social media marketing an important consideration for the institution is's owned media strategy? [CO-1] [L-03] **20**
- Q.6 "How does the implementation of SEO contribute to enhancing the effectiveness of digital marketing strategies?." [CO-1] [L-02] **20**
- Q.7 Analyze the functioning and working of Pay per click. Explain with suitable examples. [CO-2] [L-04] **20**

End Semester Examination, Dec. 2023
M.A. (Media and Communication) - First Semester
SOFT SKILLS AND PROFESSIONAL PROFICIENCY (MAMC-DE-102)

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) SWOT analytics.
 - b) Self-image.
 - c) Non-verbal communication.
 - d) Virtual identity.
 - e) Emotional intelligence.

4×5

PART-A

- Q.2 What is the difference between self-acceptance and self-growth? How can one strike a balance between both? [CO-1][L-3] **20**
- Q.3 Discuss the significance of Time Management highlighting its major techniques. State examples. [CO-2][L-2] **20**
- Q.4 What is effective leadership? What are some of the qualities of a good leader? [CO-2][L-2] **20**

PART-B

- Q.5 What is meant by group conflict? How can group conflicts be managed? [CO-3][L-2] **20**
- Q.6 What do you understand by the term 'Personality Development'? How can one use soft skills to enhance their personality? [CO-2][L-2] **20**
- Q.7 Why do you think decision making skill is important in life? What are the different decision-making techniques? Discuss. [CO-3][L-2] **20**

End Semester Examination, Dec. 2023
M.A. (Media and Communication) — Third Semester
VISUAL COMMUNICATION AND DESIGN (MAMC-DE-302)

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:

- a) Define visual communication design.
- b) Explain the importance of human and visual communication.
- c) Name three elements of design.
- d) Describe the concept of symmetry in design.
- e) What is the role of design in visual expression?
- f) Discuss the approaches to design.
- g) Explain the significance of rhythm in design.
- h) Define the centrality of design.
- i) Why are elements like texture and space important in design?
- j) Describe the principles of balance in design.

[CO1][L1] **2×10**

PART-A

Q.2 Discuss the need for and the importance of human and visual communication in contemporary society. How do these forms of communication influence our daily lives?

[CO2][L2] **20**

Q.3 Explain the fundamental elements of design, including line, shape, space, color, and texture. Discuss how these elements contribute to effective visual communication?

[CO2][L2] **20**

Q.4 Define optical and visual illusions in design. Explore their role in creating engaging visual content.

[CO3][L1] **20**

PART-B

Q.5 Examine the various stages of the design process, including problem identification, search for solutions, refinement, analysis, decision-making, and implementation. How do designers navigate through these stages effectively?

[CO1][L4] **20**

Q.6 Describe the exercises related to geometrical shapes, perspectives, light and shade, and visuals in advertising. How do these exercises contribute to the development of design skills?

[CO2][L2] **20**

Q.7 Discuss the psychology and theory of color in visual communication. How does color impact viewer perceptions and emotions?

[CO3][L3] **20**

End Semester Examination, Dec. 2023
M.A. (Media and Communication) — First Semester
MEDIA CULTURE AND TECHNOLOGY (MAMC-DS-101)

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:

- a) Write down any two functions of communication.
- b) Define upward communication.
- c) What do you mean by non-verbal communication?
- d) Name any two international news agencies.
- e) Write down the full form of SMCR.
S _____ M _____ C _____ R _____
- f) Who is an opinion leader?
- g) Mention any two advantages of folk media.
- h) What do you mean by channel noise?
- i) State the difference between intra-personal and inter-personal communication.
- j) "Mean World Syndrome" refers to _____. [CO1][L1] **2×10**

PART-A

Q.2 What is mass communication? Do you think that mass media plays a role in the socio-economic development of a country? Justify your answer with relevant examples.

[CO2] [L5] **20**

Q.3 Illustrate Osgood and Schramm model of communication. How is it different from SMCR model?

[CO3] [L3] **20**

Q.4 Analyse the Agenda Setting theory of communication. Also, with reference to the theory, discuss the role of a gatekeeper in the contemporary media scenario.

[CO4] [L4] **20**

PART-B

Q.5 "The authoritarian theory says that all forms of communication work under the control of government or elite like king. However, the principles of libertarian theory are exactly opposite to the authoritarian theory"? Justify given the statement.

[CO3] [L5] **20**

Q.6 To what extent does media influence public opinion and shape societal norms and values? Discuss with relevant examples.

[CO3] [L2] **20**

Q.7 Justify the relevance of Cultivation Theory of communication. Give examples from the Indian Media in reference to this theory.

[CO4] [L5] **20**

End Semester Examination, Dec. 2023
M.A. (Media and Communication) — First Semester
PUBLIC RELATIONS AND ADVERTISING IN DIGITAL ERA
(MAMC-DS-102)

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 the following:

- a) Sales promotion.
- b) AIDA.
- c) Crisis communication.
- d) ASCI.

5×4

PART-A

Q.2 What is an advertising agency? Explain the role and responsibilities of various departments of an advertising agency. [CO2][L2] **20**

Q.3 Prepare a 30 second television commercial script to launch a new Smartphone in the market. [CO5][L6] **20**

Q.4 What do you mean by ethics in advertising? Analyze the ethical issues prevalent in Indian advertising industry today. [CO1][L4] **20**

PART-B

Q.5 Differentiate between PR and advertising, highlighting the changing landscape of PR. [CO2][L2] **20**

Q.6 What do you mean by press release? Write a press release for the launch of a new model of iPhone 15. [CO5][L6] **20**

Q.7 Analyze the application of PR in public and private sector. [CO1][L4] **20**

End Semester Examination, Dec. 2023
M.A. (Media and Communication) — First Semester
DIGITAL PHOTOGRAPHY (MAMC-DS-103)

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 the following:

- a) Image resolution.
- b) DSLR and mirror less camera.
- c) Colour temperature.
- d) Rule of frame within frame.
- e) F-stop.

[CO1][L3] **4×5**

PART-A

Q.2 Describe exposure triangle with the help of diagram. Also briefly discuss the relation between shutter speed and aperture. [CO2][L2] **20**

Q.3 What is the difference between 'Prime/Single lens' and 'Zoom Lenses'? Identify the category of the lenses from the followings: 70-200mm, 28-70mm, 12mm, 50mm, and 18-55mm. [CO1][L2] **20**

Q.4 Explain the different filters used in outdoor photography and why? [CO1][L3] **20**

PART-B

Q.5 Discuss the factors involved in creating depth of field and which lens can create maximum DOF? Explain with examples. [CO1][L2] **20**

Q.6 What are the 6 composition rules in photography? [CO1][L2] **20**

Q.7 "A photograph says thousand words." Explain the statement with example. [CO2][L2] **20**

End Semester Examination, Dec. 2023
M.A. (Media and Communication) — First Semester
LAWS AND ETHICS IN MEDIA INDUSTRY (MAMC-DS-104)

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 the following:

- a) Video piracy.
- b) Sting operations.
- c) Censorship.
- d) Paid news.

4×5

PART-A

Q.2 "Truth and objectivity is the core of ethics in journalism". Critically analyse the statement with examples. [CO1] [L4] **20**

Q.3 What is media trial? Do you think it is ethically correct? Justify your answer with examples. [CO6] [L3] **20**

Q.4 Analyze the key findings and recommendations of the Chanda, Verghese, and Joshi Committees. Did they address media ethics adequately? [CO3] [L4] **20**

PART-B

Q.5 "Fake news has become prevalent due to the emergence of social media platforms making it essential to implement measures for its immediate regulation". Examine the statement with relevant examples. [CO2] [L5] **20**

Q.6 "During the past few years, the lowering of ethical values in the media have been widely Observed". Do you agree? Justify your answer with examples. [CO6] [L5] **20**

Q.7 Evaluate the importance of intellectual property rights in protecting creative works in media. [CO5] [L5] **20**

End Semester Examination, Dec. 2023
M.A. (Media and Communication) — Third Semester
COMMUNICATION RESEARCH (MAMC-DS-301)

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 the following:
- | | |
|--------------------------------|------------------------|
| a) Longitudinal study. | [CO2] [L1] |
| b) Case study method. | [CO2] [L1] |
| c) Questionnaire. | [CO3] [L2] |
| d) Coding. | [CO3] [L2] |
| e) Sampling error. | [CO3] [L3] |
| f) Sampling. | [CO2] [L1] |
| g) APA style sheet. | [CO3] [L2] |
| h) Sources of data collection. | [CO2] [L3] |
| i) Field research. | [CO2] [L1] |
| j) Ethics in research. | [CO2] [L1] 2×10 |

PART-A

- Q.2 Define 'research'. Describe the types of research on the basis of purpose. [CO1] [L2] **20**
- Q.3 Enumerate the process to conduct any research study. [CO2] [L3] **20**
- Q.4 Which would be the most appropriate research method to answer the following research question? "How do people make sense of television in their everyday life"? How does the research question dictate the selection of the research method? [CO4] [L4] **20**

PART-B

- Q.5 Compare quantitative and qualitative tools of data collection. [CO2] [L4] **20**
- Q.6 Create a research abstract for the communication research problem that you think is important to study for the social development. [CO4] [L6] **20**
- Q.7 "Research has become an integral part of the functioning of Advertising agencies". Comment. [CO4] [L5] **20**

End Semester Examination, Dec. 2023
M.A. (Media and Communication) — Third Semester
ADVANCED REPORTING AND WRITING (MAMC-DS-302)

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 the following:

- a) Define News. [CO1][L1]
- b) What is inverted pyramid? [CO1][L2]
- c) In feature writing, what distinguishes a human interest story from a news story? [CO3][L3]
- d) When writing a profile of a public figure, which aspect is most important to highlight first? [CO3][L3]
- e) What is editorial? [CO2][L2]
- f) What does the term "byline" in journalism refer to? [CO2][L3]
- g) Who is a stringer? [CO2][L3]
- h) Frontline Magazine is published by _____. [CO3][L1]
- i) Which newspaper has this tagline "India's most trusted news brand"? [CO3][L1]
- j) "Jidh Karo, Duniya Badhlo", is the tagline of which newspaper? [CO3][L1] **2×10**

PART-A

- Q.2 Describe various elements of news. Explain how these elements are essentially relevant for the news? [CO1][L4] **20**
- Q.3 What are the sources of news? Discuss the sources with relevant examples. [CO2][L1] **20**
- Q.4 Discuss some of the essential qualities and characteristics of a good reporter. [CO3][L2] **20**

PART-B

- Q.5 Outline some of the challenges faced by a reporter while filing a news story. [CO1][L4] **20**
- Q.6 Some of the well known scams in the country have been exposed through investigative journalism. Discuss and Analyse. [CO3][L4] **20**
- Q.7 Prepare questions for an interview with the prime minister of the country on the economic scenario of the country. [CO3][L6] **20**

End Semester Examination, Dec. 2023
M.A. (Media and Communication) — Third Semester
MEDIA AND CONTEMPORARY ISSUES (MAMC-SE-301)

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 the following:
- a) Define "Media Hype". [CO1][L1]
 - b) Define "Media Trial". [CO1][L1]
 - c) Explain the concept of "Target Audience" with examples. [CO1][L2]
 - d) What is "Misrepresentation" in the media? [CO1][L1]
 - e) Describe "Communication as a Human Right". [CO1][L2]
 - f) Explain "International News Flow". [CO2][L2]
 - g) List various technological advances in media. [CO1][L1]
 - h) Provide a brief history of media psychology. [CO4][L2]
 - i) Define "Satellite Communication". [CO1][L1]
 - j) Explain the concept of "Democratization of Information Flow." [CO3][L2] **2×10**

PART-A

- Q.2 Do you agree that there is a growing disparity among international, regional, and internal news coverage? Analyze the reasons behind this disparity and the role of media growth in it. [CO2][L3] **20**
- Q.3 Write a note on the United Nations Declaration of Human rights and communication. [CO3][L2] **20**
- Q.4 Elaborate on your understanding of telecommunications and its various regulatory organizations. [CO2][L4] **20**

PART-B

- Q.5 Politics, economics and culture can all influence perspectives of civil and human rights. Do you agree? Discuss in detail. [CO2][L3] **20**
- Q.6 Discuss various professional standards in media sustainability. [CO3][L1] **20**
- Q.7 Analyze the relationship between celebrities and the media, particularly the paparazzi culture. Evaluate the impact of such relationships on both parties and society. [CO3][L4] **20**

End Semester Examination, Dec. 2023
M.A. (Media and Communication) — Third Semester
DEVELOPMENT COMMUNICATION (MAMC-SE-302)

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:
- a) What is the concept of development? [CO1] [L1]
 - b) How are countries classified based on development indices? [CO2] [L2]
 - c) Name the Dominant Paradigm of development. [CO2] [L2]
 - d) How does mass media contribute to social change? [CO1] [L1]
 - e) What are some key aspects of cyber media and development? [CO1] [L1]
 - f) Name a media organization focused on development issues. [CO1] [L1]
 - g) What factors influence the creation of development messages in mass media?
 - h) How do traditional media, like music and street plays, contribute to development communication? [CO2] [L1]
 - i) Explain how the Sustainable Development Goals (SDGs) address gender-related challenges? [CO2] [L4]
 - j) Discuss the changing trends in media, such as the role of OTT platforms, in digital activism. [CO2] [L2] **2×10**

PART-A

- Q.2 Define the concept of development and discuss its importance in the context of global progress. [CO1] [L1] **20**
- Q.3 Explain the process of measuring development, focusing on key indicators. How are countries classified based on these indicators? [CO2] [L1] **20**
- Q.4 Discuss the Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs) and their relevance to priority areas in development. [CO1] [L2] **20**

PART-B

- Q.5 Describe the role of empowerment in development and its connection to social justice. [CO1] [L1] **20**
- Q.6 Compare and contrast the dominant paradigm, basic needs model, and new paradigms of development. [CO2] [L1] **20**
- Q.7 Analyze the different press theories in brief including Normative, Authoritarian, Libertarian, Social Responsibility, and Democratic Participant theory, in the context of development communication. [CO2] [L1] **20**

End Semester Examination, Dec. 2023

M.A. (English) — First Semester

ENGLISH LITERATURE: FROM CHAUCER TO MARVELL (MENG-DS-101)

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 (**any four**):

- a) Ful swetely herde he confessioun,
And plesaunt was his absolucioun;
He was an esy man to yeve penaunce
Ther as he wiste to han a good pitaunce;
- b) By swiche ensamples olde maistow leere
That no man sholde been to recchelees
Of dremes; far I seye thee, doutelees,
That many a dreem ful soore is for to drede.
- c) That time of year thou mayst in me behold
When yellow leaves, or none, or few, do hang
Upon those boughs which shake against the cold,
Bare ruin'd choirs, where late the sweet birds sang.
- d) The phoenix riddle hath more wit
By us; we two being one, are it.
So, to one neutral thing both sexes fit.
We die and rise the same, and prove
Mysterious by this love.
- e) Your sacred plants, if here below,
Only among the plants will grow.
Society is all but rude,
To this delicious solitude
- f) Of Man's First Disobedience, and the Fruit
Of that Forbidden Tree, whose mortal taste
Brought Death into the World, and all our woe,
With loss of Eden, till one greater Man
Restore us, and regain the blissful Seat,

[CO4] [L4] **5×4**

PART-A

- Q.2 "Chaucer's satire is always gentle and congenial; never harsh and cynical". Examine with reference to *The Prologue to the Canterbury Tales*. [CO4] [L4] **20**
- Q.3 Assess the narrative technique applied by Chaucer's in The Nun's Priest's Tale. [CO1] [L1] **20**
- Q.4 Although written in accordance with the long established tradition of epic, the Paradise Lost is a work of enormous individuality and fresh imagination. Discuss. [CO6] [L6] **20**

PART-B

- Q.5 Comment on Edward's relationship with Gaveston in play Edward II. What implication it has on the king and his kingdom? [CO5] [L5] **20**
- Q.6 Assess the theme of love as reflected in Shakespeare's sonnets with special reference to the sonnets prescribed for you. [CO2] [L2] **20**

Q.7 The English metaphysical poets were men of "unified sensibility" (T.S. Eliot). Write your estimate of the metaphysical poetry examining the above quoted statement.
[CO3] [L3] **20**

End Semester Examination, Dec. 2023

M.A. (English) — First Semester

SHAKESPEAREAN DRAMA (MENG-DS-102)

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:

- a) Explain the significance of the line "Frailty, thy name is woman!" within its context in Shakespearean play.
- b) Discuss the contextual importance of the advice "Neither a borrower nor a lender be: For loan oft loses both itself and friend" from a Shakespearean work.
- c) Analyze the metaphorical meaning behind "As flies to wanton boys are we to the gods," and its implications in the context of a Shakespearean text.
- d) Examine the significance of the statement "The course of true love never did run smooth" and its relevance within the context of a Shakespearean play.
- e) Discuss the message conveyed by "Some are born great, others achieve greatness" and how it reflects the theme of ambition in a Shakespearean work?
- f) Explain the meaning and significance of "What's past is prologue" in the context of a Shakespearean play, and how it relates to the unfolding events. [CO2] [L4] **5×4**

PART-A

Q.2 Examine how the play "Hamlet" exemplifies the characteristics of a revenge tragedy? [CO2] [L4] **20**

Q.3 Illustrate the key characteristics of the Elizabethan period by referencing a literary work from that era. [CO3] [L2] **20**

Q.4 Discuss the characteristics of a Shakespearean tragedy, citing examples from the play "King Lear". [CO1] [L1] **20**

PART-B

Q.5 Identify and elucidate the primary themes explored in the play "A Midsummer Night's Dream". [CO5] [L4] **20**

Q.6 Analyze how the theme of forgiveness and reconciliation is portrayed in the drama "The Tempest?" [CO6] [L5] **20**

Q.7 Evaluate the roles and attributes of the female characters in the play "The Winter's Tale". [CO4] [L6] **20**

End Semester Examination, Dec. 2023

M.A. (English) — First Semester ENGLISH NOVEL (MENG-DS-103)

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 answers on the following questions (**any four**):

- a) Comment on the character of Joseph Andrews.
- b) Discuss the ending of "Tess of D'Urbervilles".
- c) How important is the character of Fanny in "Joseph Andrews"?
- d) Explain in detail- 'four wheels of English novel'.
- e) Delineate the character of Tess.
- f) Discuss the title of "Wuthering Heights".

[CO2] [L1] **5×4**

PART-A

Q.2 Discuss in detail the rise and development of English Novels.

[CO4] [L2] **20**

Q.3 Comment on the art of characterization in "Joseph Andrews".

[CO1] [L2] **20**

Q.4 How do you interpret "Emma" as a modern text of its time?

[CO4] [L2] **20**

PART-B

Q.5 How do you see "Tess of D'Urbervilles" as a protest novel?

[CO5] [L6] **20**

Q.6 What are the conflicts in "Wuthering Heights"?

[CO4] [L1, 3] **20**

Q.7 Discuss major themes in "Tess of D'Urbervilles".

[CO6] [L4] **20**

End Semester Examination, Dec. 2023
M.A. (English) — First Semester
ENGLISH LITERATURE DOWN THE AGES (MENG-DS-104)

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 answers on the following questions (**any four**):
- a) Explain the term 'Miracle Plays'. [CO4] [L4]
 - b) What is Wordsworth's core philosophical concept? [CO1] [L1]
 - c) Comment on the Naughty 90s. [CO2] [L2]
 - d) What is Modernism? [CO3] [L3]
 - e) What is epiphany according to Joyce? [CO5] [L5]
 - f) Briefly explain the salient features of the Elizabethan Period. [CO6] [L6] **5×4**

PART-A

- Q.2 Write an elaborate note on the three Elizabethan sonneteers. [CO1] [L1] **20**
- Q.3 Comment on the origin on 'Imagism' with its style and theme. [CO2] [L2] **20**
- Q.4 Beowulf is the first epic written in English. Explain in detail. [CO3] [L3] **20**

PART-B

- Q.5 "It was the best of times, it was the worst of times". Explain this statement with reference to the Victorian Period. [CO4] [L4] **20**
- Q.6 Examine the significance of the effects of the Surrealist Movement. [CO5] [L5] **20**
- Q.7 "Although there is no official consensus regarding the exact beginning and end of the Medieval Period, it is most commonly associated with the collapse of the Roman Empire, around the 5th century". Explain in detail. [CO6] [L6] **20**

End Semester Examination, Dec. 2023
M.A. (English) — Third Semester
ENGLISH LITERATURE: THE VICTORIAN AGE (MENG-DS-301)

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 answers on the following questions (**any four**):

- a) What is the origin of "The Pickwick Papers"?
- b) How would you describe Alice?
- c) Who is the protagonist in "The Invisible Man"?
Explain the given excerpt with reference and context:
- d) A land of streams! some, like a downward smoke,
Slow-dropping veils of thinnest lawn, did go;
And some thro' wavering lights and shadows broke,
Rolling a slumbrous sheet of foam below.
- e) 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? I said
"Fra Pandolf by design, for never read
- f) Through the black Tartar tents he pass'd, which stood
Clustering like bee-hives on the low flat strand
Of Oxis, where the summer-floods o'erflow
When the sun melts the snows in high Pamere;

5×4

PART-A

- Q.2 Does Tennyson successfully fuse heroic drama with domestic comedy in "The Princess"?
[CO1] [L1] **20**
- Q.3 In what ways does Browning flaunt ideas about women commonly held in the Victorian Age? Be specific in the use of poems that propose either the strength or weaknesses of femininity.
[CO2] [L2] **20**
- Q.4 What are the famous critical works of Swinburne? Which poetic style was Swinburne popularly known for?
[CO3] [L3] **20**

PART-B

- Q.5 Examine the relationship between Phillotson and Gillingham in "Jude the Obscure" by Thomas Hardy.
[CO4] [L4] **20**
- Q.6 How are Alice's relationships with characters in the looking glass like her relationship with Kitty?
[CO5] [L5] **20**
- Q.7 What is the main message of "Invisible Man"? Why is it called Invisible Man? Discuss in detail.
[CO6] [L6] **20**

End Semester Examination, Dec. 2023
M.A. (English) — Third Semester
TWENTIETH CENTURY FICTION (MENG-DS-302)

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 answers on the following questions (**any four**):

- | | |
|---|-----------------------|
| a) Colonial Pride. | [CO1] [L1] |
| b) Bloomsbury Group. | [CO2] [L2] |
| c) 'A Wanted Man' in 'Power and the Glory'. | [CO3] [L3] |
| d) Prohibition of Monogamy in 'Brave New World'. | [CO4] [L4] |
| e) Epigraph in 'The Portrait of Artist as a Young Man'. | [CO5] [L5] |
| f) Stream of Consciousness. | [CO6] [L6] 5×4 |

PART-A

- Q.2 Write salient ideas of colonial absolutism as represented in E M Forster's A Passage to India. [CO2] [L1] **20**
- Q.3 Discuss Virginia Woolf's To the Lighthouse as an exceptional experiment of stream of consciousness technique. [CO1] [L2] **20**
- Q.4 D H Lawrence's The Rainbow is a representation of three generations of Brangwen family. Elaborate. [CO3] [L3] **20**

PART-B

- Q.5 Analyze George Orwell's Animal Farm as a satirical allegorical novella. [CO4] [L4] **20**
- Q.6 Write how Aldous Huxley plans to create a futuristic society in his Brave New World. [CO5] [L5] **20**
- Q.7 Illustrate how Siddhartha ascends to life of asceticism to discover enlightenment? [CO6] [L6] **20**

End Semester Examination, Dec. 2023
M.A. (English) — Third Semester
TWENTIETH CENTURY POETRY (MENG-DS-303)

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 Write short answers on the following questions (**any five**):

- a) Beauty, midnight, vision dies:
Let the winds of dawn that blow
Softly round your dreaming head
Such a day of welcome show
Eye and knocking heart may bless,
Find the mortal world enough;
Noons of dryness find you fed
By the involuntary powers,
Nights of insult let you pass
Watched by every human love.
- b) There we were aimed. And as we raced across
Bright knots of rail
Past standing Pullmans, walls of blackened moss
Came close, and it was nearly done, this frail
Travelling coincidence; and what it held
Stood ready to be loosed with all the power
That being changed can give. We slowed again,
And as the tightened brakes took hold, there swelled
A sense of falling, like an arrow-shower
Sent out of sight, somewhere becoming rain.
- c) He was married and added five children to the population,
Which our Eugenist says was the right number for a parent of his generation?
And our teachers report that he never interfered with their education.
Was he free? Was he happy? The question is absurd:
Had anything been wrong, we should certainly have heard.
- d) Turning and turning in the widening gyre
The falcon cannot hear the falconer;
Things fall apart; the centre cannot hold;
Mere anarchy is loosed upon the world,
The blood-dimmed tide is loosed, and everywhere
The ceremony of innocence is drowned.
- e) The Second Coming! Hardly are those words out
When a vast image out of Spiritus Mundi
Troubles my sight: somewhere in sands of the desert
A shape with lion body and the head of a man,
A gaze blank and pitiless as the sun,
Is moving its slow thighs, while all about it
Reel shadows of the indignant desert birds.
- f) He was my North, my South, my East and West,
My working week and my Sunday rest,
My noon, my midnight, my talk, my song;
I thought that love would last forever: I was wrong.

[CO2] [L1] **4×5**

PART-A

- Q.2 Write Yeats' use of symbolism and imagery in "The Second Coming") to convey is the poet's sense of a chaotic world. [CO1] [L1] **20**
- Q.3 How does T.S. Eliot employ symbolism, allusions, and fragmentation in "The Waste Land" to convey the disillusionment and fragmentation of post-World War I society? Discuss in detail. [CO2] [L2] **20**
- Q.4 What is the central theme or emotion expressed in W.H. Auden's "Funeral Blues"? Explain who or what is the poem mourning about? [CO3] [L3] **20**

PART-B

- Q.5 Analyze Thomas Hardy's use of language and imagery that contributes to the overall tone and atmosphere of his poems? [CO4] [L4] **20**
- Q.6 To what extent was Philip Larkin's poetry characterized by a pessimistic outlook on life? Provide examples from his poems to support your views. [CO5] [L5] **20**
- Q.7 Illustrate how does Ted Hughes utilizes the concept of 'animals' in his poems to enumerate human emotions and desires? [CO6] [L6] **20**

End Semester Examination, Dec. 2023
M.A. (English) — Third Semester
MODERN CRITICAL THEORY (MENG-DS-304)

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 answers on the following questions (**any four**):
- a) Can you summarize the key ideas and arguments presented by Richards regarding the role of the imagination in literature and cognition?
 - b) What is the central argument or thesis of Roland Barthes in his essay. "The Death of the Author"?
 - c) How does Foucault distinguish between the concepts of "discourse" and "author" and their impact on the interpretation of a text?
 - d) How does Williams address the concept of "cultural materialism" in his essay, and how does it relate to his discussion of literature and society?
 - e) What is the overall tone and style of Said's writing in "Narrative and Social Space", and how does it aid in the comprehension of his ideas regarding the role of narrative in shaping social spaces?
 - f) How does Brooks argue that paradoxes in literature can create a sense of tension and ambiguity that enriches the reading experience? [CO2] [L2] **5×4**

PART-A

- Q.2 How does Eliot's notion of "impersonality" challenge conventional ideas about the poet's personal expression and emotions in poetry? Explain with the help of examples. [CO1] [L1] **20**
- Q.3 How does Richards explore the role of emotion and imagery in the poetic use of language in his essay "Two Uses of Language", and how does this differ from the practical use? [CO2] [L2] **20**
- Q.4 Explain how Roland Barthes challenges conventional notions of authorship and literary interpretation in his essay "The Death of the Author"? [CO3] [L3] **20**

PART-B

- Q.5 How does Williams examine the concept of "cultural materialism" and its significance in the analysis of literary texts? [CO4] [L4] **20**
- Q.6 Explain instances where Edward Said discusses the influence of colonialism, imperialism, or Orientalism in the construction of narrative and social space? [CO5] [L5] **20**
- Q.7 How does a Brooks explore the relationship between paradox and poetic language, and what role does paradox play in enhancing the aesthetic qualities of a poem? [CO6] [L6] **20**

End Semester Examination, Dec. 2023

M.A. (English) — Third Semester

DALIT LITERATURE (MENG-DS-305)

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 (**any four**):

- What do you mean by 'Dalit Literature'?
- Write a short note on Caste hierarchy of the Hindu System.
- In what ways 'Dalit Writing' different from the writings of progressive writers writing on caste etc.
- What discrimination Valmiki had to face as a child, mostly while educating in the primary government school?
- Comment on the significance of the title "Touch".
- What is Limbale's major concern in "Outcaste"? [CO2] [L2] **5×4**

PART-A

Q.2 How is caste the focal point in emergence of Dalit Literature? Discuss in detail. [CO1] [L1] **20**

Q.3 Examine the painful experiences as an outcaste presented by Limbale in his autobiography "Outcaste". [CO2] [L2] **20**

Q.4 Analyze the significance of the title "Joothan". [CO3] [L3] **20**

PART-B

Q.5 Discuss the main ideas and themes presented in the poems of the Dalit writers prescribed for you. [CO4] [L4] **20**

Q.6 Gunasekaran's "Touch" depicts the paradox of 'purity-pollution' concept of the Hindu Caste hierarchy. Analyze. [CO5] [L5] **20**

Q.7 Bring out the salient features of Dalit writing. [CO6] [L6] **20**

End Semester Examination, Dec. 2023
M.A. (English) — Third Semester
LITERATURE AND MEDIA (MENG-DS-306)

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 answers on the following questions (**any four**):

- | | |
|---|-----------------------|
| a) Write a short note on Mass culture. | [CO1] [L1] |
| b) Explain the interrelationship of literature and media. | [CO2] [L2] |
| c) 'Capitalism governs content'. Explain. | [CO2] [L2] |
| d) Write a character sketch of Haider. | [CO4] [L4] |
| e) Adaptations are influenced by culture. Comment. | [CO3] [L3] |
| f) Comment on the title, 'Dance like a Man'. | [CO6] [L6] 5×4 |

PART-A

- Q.2 'Literature is impacted by society; society is impacted by media'. Comment in detail and supply the answer with examples. [CO1] [L1] **20**
- Q.3 'Haider' is an apt adaptation of Hamlet'. Do you agree? Support your answer with examples. [CO5] [L5] **20**
- Q.4 Discuss the portrayal of women in "Umrao Jaan Ada" and its cinema adaptations. [CO6] [L6] **20**

PART-B

- Q.5 Write a detailed note on Dattani's 'Dance Like a Man' and its theatre adaptation. [CO3] [L3] **20**
- Q.6 'Audience reaction is an essential marker of content creation and reception'. Explain in detail. [CO2] [L2] **20**
- Q.7 'Women are objectified in media to satisfy the male gaze'. Explain in detail. [CO4] [L4] **20**

End Semester Examination, Dec. 2023
OPEN ELECTIVE COMMON FOR ALL BRANCHES
FOOD: HEALTH HYGIENE AND SANITATION (ND-OE-004)

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 the Hygiene practices used in relation to food preparation, personal hygiene and food handling habits. [CO-1][L-2] **20**

PART-A

- Q.2 What are foods borne illnesses? Elaborate the different types of contaminants causing food borne illness. [CO-2][L-3] **20**

- Q.3 Discuss the general principles of food hygiene and Sanitation in food sector. What are the sanitary practices for effective insect and pest control? [CO-3][L-2] **20**

- Q.4 What is HACCP? Discuss the Principle of HACCP. [CO-4][L-2] **20**

PART-B

- Q.5 Elaborate the cleaning practices used in food preparation and storage. What are the sanitary aspects of waste disposal in food preparation? [CO-2][L-3] **20**

- Q.6 Explain the microorganisms important in food sanitation and microorganisms as indicator of sanitary quality. What are the factors affecting growth of micro-organisms? [CO-3][L-2] **20**

- Q.7 Discuss the effective detergency and cleaning practices used in food manufacturing unit. Classify different detergents and sanitizers used in food industry. [CO-4][L-4] **20**