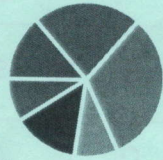


CO1	Understand and practices the communication for development both from Indian and International Perspectives
CO2	Analyze the various strategies involved in the development communication
CO3	Conceptualize framework of development communication
CO4	Learn about key concepts and approaches in Communication for Development
CO5	Understand developmental issues concerning the villages

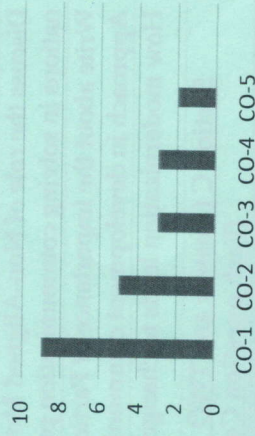
GRAPHICAL REPRESENTATION

Bloom's level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome wise Marks Distribution



ARKA JAIN University
Jharkhand



[18-11-2025]
END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts-Journalism and Mass Communication (Hons.)		
Subject Name	Communication for Development	Session	Odd, 2025-26
Semester	V	Year	Nov, 2025
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u> 		
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

Q. N1	QUESTIONS	Marks	COs	KL
i	The concept of 'Global Village' was given by: (a) Sean McBride (b) Marshall McLuhan (c) Mahatma Gandhi (d) Nehru	01	CO1	KL1
ii	Information Politics means: (a) Use of information for cultural imperialism (b) Strategic use of information to influence power and decision making (c) Elimination of communication barriers (d) Flow of balanced information	01	CO 4	KL3
iii	Directed Cultural Change refers to: (a) Natural evolution of society (b) Deliberate attempt to transform cultural practices (c) Sustainable communication (d) Global information flow	01	CO 2	KL2
iv	Which of the following is a role of media in women empowerment? (a) Suppressing voices of women (b) Highlighting gender issues and creating awareness (c) Strengthening patriarchal dominance	01	CO 1	KL5

Q. No.	QUESTIONS	Marks	COs	KL
2	Explain Diffusion of Innovation Theory.	07	CO3	KL4
3	Discuss Nehruvian Model of Development and Nehruvian concept of development.	07	CO2	KL2
4	Write about the importance of Communication Policy in India along with its vision and objectives.	07	CO1	KL3
5	Discuss the role of Non-Aligned Movement (NAM) nations in solving communication problems.	07	CO2	KL5
6	Write about the importance of Participatory Approach in development communication.	07	CO2	KL2
7	How modernization leads to change in society?	07	CO1	KL4

Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the contributions of Mahatma Gandhi in development.	15	CO5	KL3
9	Explain the importance of the report of MacBride Commission "Many Voices One World".	15	CO1	KL6
10	What do you mean by Global Village? How it is relevant to modern society?	15	CO1	KL2
11	Write about the uses of communication tools for National development?	15	CO2	KL6

v	(d) Promoting cultural imperialism The idea of "Liberation Theology" in Indian context was linked to: (a) Mahatma Gandhi (b) Marshall McLuhan (c) Sean McBride (d) Nehru	01	CO3	KL3
vi	Sustainable Development aims at: (a) Growth without considering the environment (b) Development only for present generations (c) Development that meets present needs without compromising future (d) Complete industrialization	01	CO4	KL2
vii	Empowerment can be defined as: (a) Transfer of power to weaker sections (b) Restriction of information (c) Information war (d) Media Hegemony	01	CO1	KL1
viii	Modernization refers to: (a) Growth of rural economy only (b) Change in society through industrialization and development (c) Cultural imperialism (d) Dominant Paradigm	01	CO3	KL3
ix	One recommendation of the MacBride Commission was: (a) Restrict cultural exchange (b) Strengthen free and balanced flow of information (c) Promote information monopoly (d) Ban non-aligned nations	01	CO1	KL3
x	Media Imperialism refers to: (a) Dominance of one nation's media over others (b) Equal flow of information (c) Sustainable development (d) Social growth indicators	01	CO5	KL1
xi	Which of the following is an indicator of Social Growth? (a) GDP only (b) Literacy rate (c) Media Imperialism (d) Cultural imperialism	01	CO1	KL3



ARKA JAIN
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Jharkhand



[20-11-2025]

END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts- Journalism and Mass Communication (Hons.)	
Subject Name	Advertising	Session Odd, 2025-26
Semester	V	Year Nov, 2025
Time: 3 Hour Max. Marks : 60	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page* Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u> 	
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q. N	QUESTIONS	Marks	COs	KL
1				
i	Give one importance of Advertising.	01	CO1	KL1
ii	Mention any two usage of advertising.	01	CO1	KL2
iii	What is the AIDA model in advertising?	01	CO3	KL1
iv	Write any one ethical issue in advertising.	01	CO2	KL2
v	State one difference between advertising and marketing.	01	CO1	KL3
vi	Name any one advertising agency in India.	01	CO2	KL1
vii	What is meant by "media planning"?	01	CO4	KL2
viii	Write any one argument against advertising.	01	CO5	KL2
ix	Mention one ethical issue in advertising.	01	CO5	KL1
x	Expand DAGMAR in the context of advertising.	01	CO3	KL1

Section B (Answer any FOUR out of SIX) – 20 Marks
(Each question Carry 5 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Trace the growth and evolution of advertising in India.	05	CO2	KL2
3	Differentiate between Above the Line and Below the Line advertising with suitable examples.	05	CO2	KL4
4	Explain the role of new media in advertising.	05	CO4	KL2
5	Discuss the functions of advertising agencies.	05	CO2	KL3
6	Evaluate the effectiveness of sales promotion as an advertising tool.	05	CO3	KL5
7	Write short notes on: (a) Sponsorship in advertising (b) Legal issues in advertising	05	CO5	KL3

Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

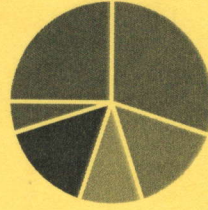
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss in detail the AIDA Model and the DAGMAR Model of advertising, highlighting their relevance in modern advertising practices.	15	CO3	KL4
9	"Planning and development are the backbone of effective advertising." Examine this statement with reference to creative strategy, budgeting, and media planning.	15	CO4	KL6
10	Critically analyze the ethical issues and challenges in advertising, citing recent examples.	15	CO5	KL5
11	How can the effectiveness of an advertising program be measured? Discuss the arguments for and against advertising effectiveness studies.	15	CO5	KL5

CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

Course Outcomes	CO1	CO2	CO3	CO4	CO5
	Understand the meaning, nature, scope, functions, and objectives of advertising.	Describe the history, growth, types, media, and agencies of advertising.	Apply and evaluate advertising models such as AIDA and DAGMAR in analyzing campaigns.	Develop advertising plans and strategies, including creative strategy, budgeting, and media planning.	Critically analyze advertising effects, measurement techniques, research methods, arguments for /against advertising, and ethical issues.

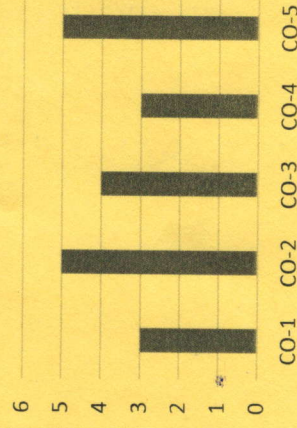
GRAPHICAL REPRESENTATION

Bloom's level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome wise Marks Distribution



CO1	Make documentary film production.
CO2	Explain the process and techniques involved in documentary film production.
CO3	Develop an overall understanding over the history of documentary film and various genres.
CO4	Explain the narrative styles of the documentary film.
CO5	Understand the rule of documentary film in changing the problem of the society

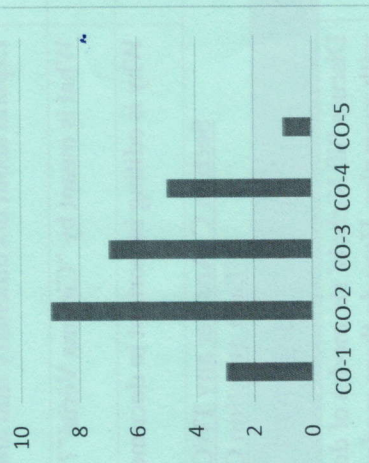
GRAPHICAL REPRESENTATION

Bloom's level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome wise Marks Distribution



ARKA JAIN University
Jharkhand



[22-11-2025]
END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts- Journalism and Mass Communication (Hons.)	
Subject Name	Documentaries and Film	Session Odd,2025-26
Semester	V	Year Nov, 2025
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will Result in the Cancellation of the Papers. 	
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks		Q.N1	QUESTIONS	Marks	COs	KL
i	Which of the following best describes "Alternative Documentary" in India? a) Purely commercial b) Non-mainstream, socially conscious c) Animated film d) Feature-length fiction	01	CO4	KL2 KL5		
ii	Which of the following is NOT a type of interview question? a) Open-ended b) Leading c) Fictional d) Closed-ended	01	CO2	KL1		
iii	Which is the FIRST stage of documentary production? a) Editing b) Shooting c) Pre-production d) Distribution	01	CO2	KL3		
iv	Which type of questions help interviewees to share personal experiences? a) Closed-ended b) Open-ended c) Multiple-choice d) Yes/No	01	CO2	KL2		

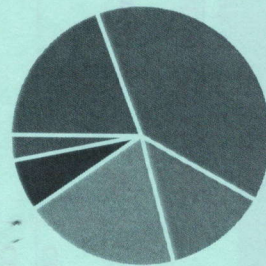
v	The most important skill in conducting a documentary interview is: a) Script memorization b) Active listening c) Acting d) Storyboarding	01	CO1	KL1
vi	Which of the following best differentiates a documentary from a feature film? a) Documentaries use professional actors b) Documentaries focus on actuality c) Documentaries are purely fictional d) Documentaries are always humorous	01	CO2	KL2
vii	Which software is MOST commonly used for editing documentaries? a) Corel Draw b) Adobe Premiere Pro c) Excel d) Photoshop	01	CO1	KL3
viii	The poetic mode of documentary emphasizes: a) Factual reporting b) Rhythmic and aesthetic arrangement c) Political propaganda d) Linear narrative	01	CO4	KL2
ix	Who is regarded as the "Father of Documentary Film"? a) Dziga Vertov b) John Grierson c) Robert Flaherty d) Bill Nichols	01	CO3	KL1
x	Which documentary by Robert Flaherty is considered the first feature-length documentary? a) Nanook of the North b) Battleship Potemkin c) The Man with a Movie Camera d) Triumph of the Will	01	CO3	KL1
xi	Which Indian filmmaker is considered a pioneer of documentary films in India? a) Dadasaheb Phalke b) Satyajit Ray c) P.V. Pathy d) Shyam Benegal	01	CO2	KL2
xii	The Films Division of India was established in: a) 1946 b) 1948	01	CO2	KL1

c) 1950 d) 1955				
Section B (Answer any FOUR out of SEVEN) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Who were the Lumière Brothers and what was their contribution to documentary film?	07	CO3	KL1 KL2
3	Write two roles of documentary films during World War II.	07	CO3	KL2
4	What was the contribution of documentary films during India's independence struggle?	07	CO3	KL2
5	Differentiate between open-ended and closed-ended questions in interviews.	07	CO2	KL2 KL4
6	Explain about documentary film and realism.	07	CO4 CO5	KL2 KL4
7	What is meant by "Cinema Vérité"?	07	CO3	KL2
8	Why is editing important in documentary filmmaking?	07	CO2, CO4	KL2 KL4
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
9	Discuss Bill Nichols' six modes of documentary in detail with examples. How do these modes help in understanding documentary narratives?	15	CO4	KL2, KL4
10	Discuss the role of documentary in shaping public perception?	15	CO3	KL4, KL5
11	Explain the principles of effective interviewing for documentaries. How do research and question design improve interviews?	15	CO2	KL2, KL3
12	Design a step-by-step workflow for producing a short documentary (10 minutes) on a social issue of your choice. Explain the significance of each stage from pre-production to post-production.	15	CO1	KL3, KL4 KL6

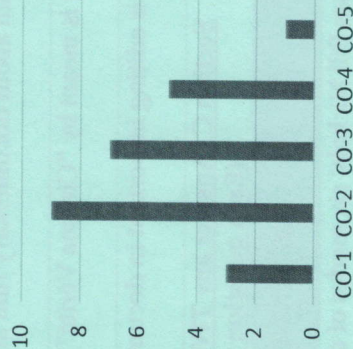
CO1	Make documentary film production.
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CO3	Develop an overall understanding over the history of documentary film and various genres.
CO4	Explain the narrative styles of the documentary film.
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GRAPHICAL REPRESENTATION

Bloom's level wise Marks Distribution



Course Outcome wise Marks Distribution



ARKA JAIN University
Jharkhand



[22-11-2025]
END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts- Journalism and Mass Communication (Hons.)	
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iii	Which is the FIRST stage of documentary production? a) Editing b) Shooting c) Pre-production d) Distribution	01	CO2	KL3
iv	Which type of questions help interviewees to share personal experiences? a) Closed-ended b) Open-ended c) Multiple-choice d) Yes/No	01	CO2	KL2

v	The most important skill in conducting a documentary interview is: a) Script memorization b) Active listening c) Acting d) Storyboarding	01	CO1	KL1
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