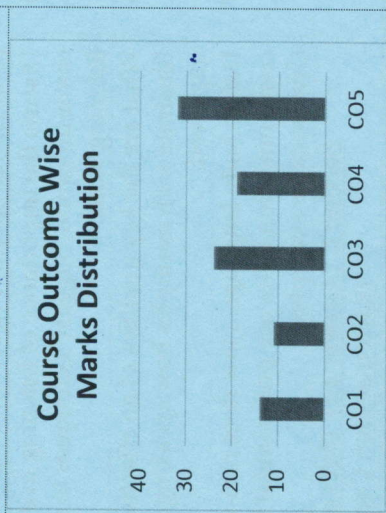
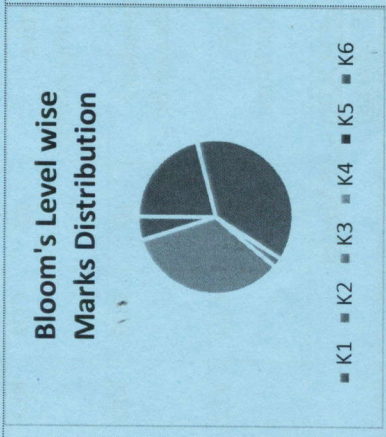


CO1	To build the student's confidence and enhance competitiveness by projecting a strong personality
CO2	To improve their listening & speaking abilities
CO3	To work on their ability to write error-free while improvising vocabulary & grammar
CO4	To deliver an effective oral business presentation
CO5	To demonstrate their verbal and non-verbal communication ability through presentations.

GRAFICAL REPRESENTATION



				[26-11-2025] END SEM EXAMINATION School of Humanities	
Program	Bachelor of Arts-Journalism and Mass Communication (Hons.)	Session	Odd, 2025-26		
Subject Name	Business Communication	Year	Nov 2025		
Semester	III	• 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>			
Time: 3 Hours Max. Marks : 70					
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating		
	K2 : Understanding	K4 : Analysing	K6 : Creating		

Q.N	QUESTIONS	Marks	COs	KL
1				
i	Which of the following is not a feature of business communication? a) Goal-oriented b) Informal and casual c) Persuasive d) Information sharing	01	CO4	KL2
ii	Which of these is an example of written communication in business? a) Video conference b) Memo c) Oral presentation d) Face-to-face meeting	01	CO4	KL2
iii	In the formal network of an organization, the flow of information can be _____ (a) Either upward or downward (b) Downward only (c) Upward only (d) Upward, Downward or Lateral	01	CO5	KL1
iv	Downward communication in an organization flows from: a) Subordinates to superiors b) Superiors to subordinates c) Among colleagues d) Outside stakeholders to employees	01	CO5	KL3

v	An email message sent from the production supervisor to a customer is... (a) External-operational communication (b) Internal-operational communication (c) Personal Communication (d) None of the above	01	CO2	KL1
vi	In business communication, the term *grapevine* refers to: a) A formal channel of communication b) A technical communication tool c) An informal communication network d) A type of report	01	CO2	KL2
vii	The following is/are an example of non-verbal communication. a) Appearance. b) Posture c) Facial Expression d) All the above	01	CO5	KL3
viii	Body of a letter is divided into _____ parts. a) One b) Two c) six d) Five	01	CO3	KL2
ix	Communication is derived from Latin word "Communis" which means _____. a) Common b) Conversation c) share d) None of the above	01	CO1	KL2
x	Which amongst the following is an example of active listening? a) Reconstructing the notes b) Engaging in conversation with speaker c) Egocentric d) Taking notes	01	CO2	KL3
xi	The main purpose of business communication is: a) Entertainment b) Relationship building only c) Exchange of information to achieve business objectives d) Personal satisfaction	01	CO4	KL1
xii	Which of the following is a barrier to effective business communication? a) Active listening b) Noise c) Clarity d) Feedback	01	CO4	KL2

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Write about written communication? State advantages & disadvantages of written communication?	07	CO4	KL2
3	Discuss about Group Discussion.	07	CO3	KL3
4	Explain the essential elements of basic communication skills. How do they contribute to professional success?	07	CO2	KL4
5	Discuss the importance of listening in effective communication. Suggest techniques to develop active listening skills.	07	CO2	KL3
6	What are the key qualities of an effective speaker? Illustrate with examples how speaking skills can be improved.	07	CO3	KL2
7	Define body language. How does non-verbal communication influence professional interactions? Give suitable examples.	07	CO4	KL2

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

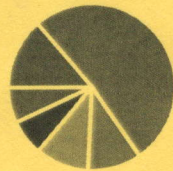
Q. No.	QUESTIONS	Marks	COs	KL
8	You are Mr. Manik Das/Ms. Shreya, proprietor of Shivam Store, Sakchi, Jamshedpur-01. Draft a letter of complaint to a courier service company (M/s. Vani Distributors, MG Road, Kolkata-01) regarding the late delivery of important business documents, causing inconvenience to your organization.	15	CO4	KL2
9	Describe the key do's and don'ts while preparing a résumé. Why is it important to avoid common mistakes?	15	CO4	KL3
10	Explain the significance of body language in effective communication.	15	CO4	KL3
11	Prepare a résumé using the following details: Post: Content Developer/Fashion Designer/Print Media Reporter- Entry level. Qualification: Graduation. Work Exp. – Fresher	15	CO4	KL6

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

CO1	Describe the principles, need and functions of media management and managerial skills.
CO2	Understand the structure of different media organizations and the economics of media organization.
CO3	Develop their understanding on global media and its functioning.
CO4	Understand the roles of global media in shaping opinions.
CO5	Understand the content management skills for different media

GRAPHICAL REPRESENTATION

Bloom's level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome wise Marks Distribution



ARKA JAIN University
Jharkhand



[24-11-2025]
END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (Journalism and Mass Communication Hons.)	
Subject Name	Media Management	Session Odd, 2055-26
Semester	III	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 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
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

Q. N I	QUESTIONS	Marks	COs	KL
i	This is the person who is in charge of the day-to-day production of the newspaper. a) City Editor. b) Editor c) Managing Director d) All of them	01	CO2	KL2
ii	Which of the following is not a factor that affects the nature of newspaper ownership a) Authoritarian theory b) Free press Theory c) Social responsibility Theory d) none of these	01	CO1	KL1
iii	Which one of these not a control in government control. a) Film Division b) Doordarshan c) Aakashvani d) Hindustan Times	01	CO2	KL2
iv	Which one of the following is not a department of a newspaper organization? a) Acting department b) Circulation Department c) Printing Department d) Editorial Department	01	CO2	KL1
v	Which one of the following is considered under below the line? a) Accountant b) Spot boy c) A & B both d) None of these	01	CO2	KL2 KL5
vi	Those who are working in creative field like creative writing (script , dialogues, songs, feature writing etc),direct or Art Directors, Cinematographers, actors	01	CO5 CO6	KL2 KL6

vii	and actresses, Radio Jockeys, singers, music composers and directors, lyricist etc are considered as a) Through the line c) below the line AP Stands for? a) Andhra Pradesh c) Australian Press	01	CO3	KL1
viii	Media enterprises operate in _____ different markets. a) Two c) Four Sun TV is considered as which type of media ownership a) Vertical Integration c) Cross media The process of monitoring, comparing, and correcting is called. a) Controlling c) Leading The founder of BBC is a) Rickin Penta c) waltner hyth	01	CO1	KL2
ix	Vertical Integration b) Conglomerate d) Chin ownership	01	CO2	KL2
x	b) coordinating d) organizing	01	CO1 CO4	KL2
xi	b) John Reith. d) disosa	01	CO3	KL2 KL5
xii	Which one of the following is not a news agency of India? a) Asian News International b) Press Information bureau c) Associate Press d) Press Trust of India	01	CO3	KL1

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	What are the five distinctive features of media economics?	07	CO2	KL2
3	Describe the importance of circulation department.	07	CO2	KL3
4	What is 'Yellow journalism and Stringer'?	07	CO5	KL2
5	Write the characteristics of Management?	07	CO1	KL2
6	Who is Proof reader and Point out his responsibilities?	07	CO5	KL3
7	Describe the significance of management.	07	CO1	KL2

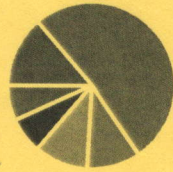
Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
8	What are the eight important principles of media management? Discuss	15	CO1	KL2 KL4
9	Media as an Industry and Profession, How	15	CO1	KL4
10	Describe different departments of print media house.	15	CO2	KL2 KL3
11	What are the different types of News Ownership in India? Explain with example.	15	CO2	KL2 KL4

CO1	Describe the principles, need and functions of media management and managerial skills.
CO2	Understand the structure of different media organizations and the economics of media organization.
CO3	Develop their understanding on global media and its functioning.
CO4	Understand the roles of global media in shaping opinions.
CO5	Understand the content management skills for different media

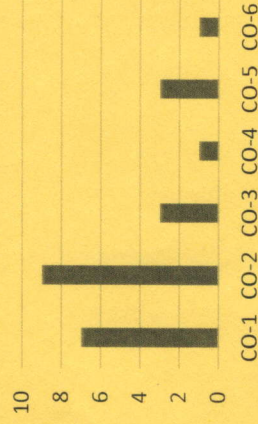
GRAPHICAL REPRESENTATION

Bloom's level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome wise Marks Distribution



ARKA JAIN University
Jharkhand



[24-11-2025]
END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (Journalism and Mass Communication Hons.)		
Subject Name	Media Management	Session	Odd, 2025-26
Semester	III	Year	Nov, 2025
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> 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 Written Material, Arguments with the Invigilator or Discussing with Co-Student 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

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

Q. N1	QUESTIONS	Marks	COs	KL
i	This is the person who is in charge of the day-to-day production of the newspaper. a) City Editor. b) Editor c) Managing Director d) All of them	01	CO2	KL2
ii	Which of the following is not a factor that affects the nature of newspaper ownership a) Authoritarian theory b) Free press Theory c) Social responsibility Theory d) none of these	01	CO1	KL1
iii	Which one of these not a control in government control. a) Film Division b) Doordarshan c) Aakashvani d) Hindustan Times	01	CO2	KL2
iv	Which one of the following is not a department of a newspaper organization? a) Acting department b) Circulation Department c) Printing Department d) Editorial Department	01	CO2	KL1
v	Which one of the following is considered under below the line? a) Accountant b) Spot boy c) A & B both d) None of these	01	CO2	KL2 KL5
vi	Those who are working in creative field like creative writing (script , dialogues, songs, feature writing etc),direct or Art Directors, Cinematographers, actors	01	CO5 CO6	KL2 KL6

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

Q. No.	QUESTIONS	Marks	COs	KL
8	What are the eight important principles of media management? Discuss	15	CO1	KL2 KL4
9	Media as an Industry and Profession, How	15	CO1*	KL4
10	Describe different departments of print media house.	15	CO2	KL2 KL3
11	What are the different types of News Ownership in India? Explain with example.	15	CO2	KL2 KL4

vii	and actresses, Radio Jockeys, singers, music composers and directors, lyricist etc are considered as a) Through the line c) below the line AP Stands for? a) Andhra Pradesh c) Australian Press	01	CO3	KL1
viii	Media enterprises operate in _____ different markets. a) Two c) Four	01	CO1	KL2
ix	Sun TV is considered as which type of media ownership a) Vertical Integration c) Cross media	01	CO2	KL2
x	The process of monitoring, comparing, and correcting is called. a) Controlling c) Leading	01	CO1 CO4	KL2
xi	The founder of BBC is a) Rickin Penta c) waltner hyth	01	CO3	KL2 KL5
xii	Which one of the following is not a news agency of India? a) Asian News International b) Press Information bureau c) Associate Press d) Press Trust of India	01	CO3	KL1

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	What are the five distinctive features of media economics?	07	CO2	KL2
3	Describe the importance of circulation department.	07	CO2	KL3
4	What is 'Yellow journalism and Stringer'?	07	CO5	KL2
5	Write the characteristics of Management?	07	CO1	KL2
6	Who is Proof reader and Point out his responsibilities?	07	CO5	KL3
7	Describe the significance of management.	07	CO1	KL2



ARKA JAIN
University
Jharkhand



[21-11-2025]
END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts- Journalism and Mass Communication (Hons.)	
Subject Name	Introduction to New Media	
Semester	III	Session Year
		Odd, 2025-26 Nov, s2025
Time: 3 Hour Max. Marks: 60	<ul style="list-style-type: none"> Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> 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 Written Material, Arguments with the Invigilator or Discussing with Co-Student 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 K2 : Understanding	K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating

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

Q.N	QUESTIONS	Marks	COs	KL
1				
i	Which among the following is not a characteristic of new media? a) Digital b) Division c) Hypertext d) None	01	CO1	KL1
ii	Jeff Bezos owns which of the following? a) Amazon b) Facebook c) Both d) None of these	01	CO3	KL3
iii	Which of the following is synonym of citizen journalism? a) Public Journalism b) Guerilla Journalism c) Both d) None of these	01	CO3	KL3
iv	Which of the following was the first bank in India to offer online banking? a) Axis Bank b) HDFC Bank c) State Bank of India d) None of these	01	CO2	KL5
v	One major impact of new media on society is: a) Reduced access to information b) Enhanced global communication & participation c) Less audience feedback d) Slower news distribution	01	CO2	KL4
vi	What do you mean by convergence in media?	01	CO1	KL2

vii	What is mobile communication?	01	CO2	KL2
viii	Write 2 difference between Vlogs and Blogs	01	CO1	KL2
ix	What is Message Entropy in terms of new media?	01	CO3	KL5
x	Write a short note on MCU.	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	Write a brief note on Data Journalism.	05	CO3	KL4
3	Explain the scope and characteristics of new media.	05	CO3	KL3
4	Discuss the concept of Social Networking and Virtual Communities	05	CO2	KL3
5	Briefly analyse the ethical issues of online journalism in the context of India.	05	CO1	KL6
6	Briefly discuss the concept of E-mail and its applications in communication.	05	CO3	KL2
7	Is new media really a threat to traditional media? Explain in brief.	05	CO2	KL6

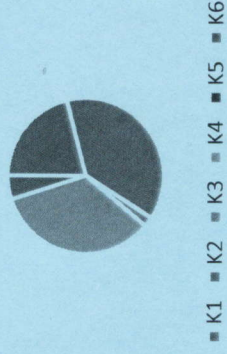
Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	Cos	KL
8	Evaluate the concept of Media Convergence with suitable examples.	15	CO1	KL4
9	Discuss the evolution of new media technologies and their role in transforming communication	15	CO2	KL5
10	Explain in detail the difference between Journalism and Blogging and their implications.	15	CO3	KL6
11	Are Citizen Journalists creating hoax in the new media journalism? Discuss in detail.	15	CO1	KL2

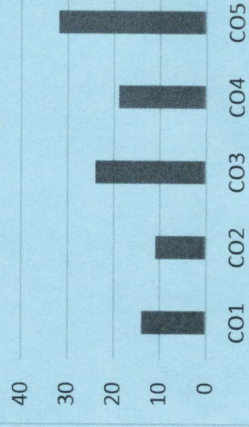
Course Outcomes	CO1	CO2	CO3
	Understand the new media technology.		
	Understand the new media applications and its usage.		
	Developing idea on online journalism and social media		

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution





ARKA JAIN
University
Jharkhand



[21-11-2025]
END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts- Journalism and Mass Communication (Hons.)	
Subject Name	Introduction to New Media	
Semester	III	Session Year
		Odd, 2025-26 Nov, s2025
Time: 3 Hour Max. Marks: 60	<ul style="list-style-type: none"> Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> Answer all Questions of Section A (Compulsory) Answer Any <u>Four</u> out of Six of Section B Answer Any <u>Two</u> 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</u> in the <u>Cancellation of the Papers.</u> 	
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating

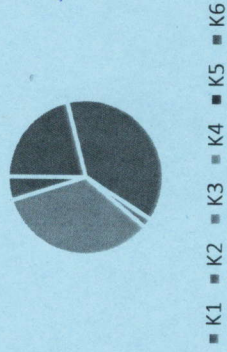
Section A (Each question Carry 01 Mark from Q1-i to x) – 10 Marks

Q.N	QUESTIONS	Marks	COs	KL
1				
i	Which among the following is not a characteristic of new media? a) Digital b) Division c) Hypertext d) None	01	CO1	KL1
ii	Jeff Bezos owns which of the following? a) Amazon b) Facebook c) Both d) None of these	01	CO3	KL3
iii	Which of the following is synonym of citizen journalism? a) Public Journalism b) Guerilla Journalism c) Both d) None of these	01	CO3	KL3
iv	Which of the following was the first bank in India to offer online banking? a) Axis Bank b) HDFC Bank c) State Bank of India d) None of these	01	CO2	KL5
v	One major impact of new media on society is: a) Reduced access to information b) Enhanced global communication & participation c) Less audience feedback d) Slower news distribution	01	CO2	KL4
vi	What do you mean by convergence in media?	01	CO1	KL2

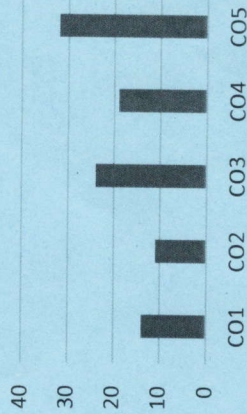
Course Outcomes	CO1	Understand the new media technology.
	CO2	Understand the new media applications and its usage.
	CO3	Developing idea on online journalism and social media

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



What is mobile communication?	01	CO2	KL2
Write 2 difference between Vlogs and Blogs	01	CO1	KL2
What is Message Entropy in terms of new media?	01	CO3	KL5
Write a short note on MCU.	01	CO3	KL1

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

QUESTIONS	Marks	Cos	KL
Write a brief note on Data Journalism.	05	CO3	KL4
Explain the scope and characteristics of new media.	05	CO3	KL3
Discuss the concept of Social Networking and Virtual Communities	05	CO2	KL3
Critically analyse the ethical issues of online journalism in the context of India.	05	CO1	KL6
Critically discuss the concept of E-mail and its applications in communication.	05	CO3	KL2
How new media really a threat to traditional media? Explain in brief.	05	CO2	KL6

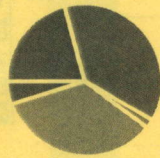
Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

QUESTIONS	Marks	Cos	KL
Evaluate the concept of Media Convergence with suitable examples.	15	CO1	KL4
Discuss the evolution of new media technologies and their role in transforming communication	15	CO2	KL5
Explain in detail the difference between Journalism Blogging and their implications.	15	CO3	KL6
How Citizen Journalists creating hoax in the new media journalism? Discuss in detail.	15	CO1	KL2

Course	CO1	Able to acquire the right attitudes towards social entrepreneurship
Outcomes	CO2	Able to Improve their entrepreneurial skills.
	CO3	Sensitized towards the need and importance of social entrepreneurship and its sustainability
	CO4	They will understand and mitigate the essence of social entrepreneurship as a moral obligation

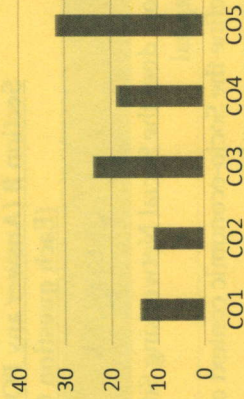
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[28-11-2025]
END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (ENGLISH /JMC & FD Hons.)	
Subject Name	Social Entrepreneurship	Session
Semester	III	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</u>, <u>Arguments with the Invigilator</u> or <u>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 K2 : Understanding	K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

Q. N	QUESTIONS	Marks	COs	KL
1				
i	Buying and selling of manufacturing goods related to which entrepreneur a) Novice Entrepreneur b) Imitative Entrepreneur c) Trading entrepreneur d) Portfolio Entrepreneurs	01	CO1	KL1
ii	At the same time who Start and runs a Number of business- a) Service entrepreneur b) Portfolio Entrepreneurs c) Private Entrepreneurs d) govt. Entrepreneurs	01	CO1	KL2
iii	What is social innovation in the context of social entrepreneurship? a) Developing new marketing strategies for commercial product. b) Creating new solution to address social or environmental problems. c) Expanding business into international market d) Reducing cost for more profit.	01	CO3	KL3
iv	When an organization gives back to the community without the expectations of getting something, like good press, for it, they are engaging in _____. a) Social responsibility b) Ethical responsibility c) Philanthropic goodwill. d) Social entrepreneurship	01	CO3	KL3

v	How can organizations clearly communicate to employees what the expectations are for ethical behavior? a) A code of ethics b) A mission statement c) Clear performance goals d) Ethics training	01	CO3	KL4
vi	Which of these theories involve taking a moderate amount of risk as a function of skill and not chance? a) Need for achievement b) Need for affiliation c) Need for authority d) Need for independence	01	CO3	KL2
vii	_____ are positive events in the environment that your business can capitalize on. a) Competitor intelligence b) Strengths c) Opportunities d) Diagnostic tests	01	CO3	KL4
viii	According to Schumpeter, innovative entrepreneurs would: a) Thrive in the market b) Not survive and disappear from the market. c) Get absorbed within larger innovative businesses d) Get absorbed within non-innovative businesses	01	CO3	KL3
ix	What is the primary reason for social entrepreneurs to start a social entrepreneurship business? a) They have an innovative business idea that will help people. b) They have a strong social mission to change the world. c) They want to help people but also make money. d) They see an opportunity to make money while also helping people.	01	CO3	KL4
x	The process of strategic planning provides the business with _____. a) A clear set of goals and plans for the next year b) A comprehensive competitive analysis c) Financial projections for the next three to five years d) A long-range tool to help respond to environmental changes	01	CO3	KL2
xi	How does your business identify if you have a competitive advantage? a) By conducting a competitive analysis for your industry. b) By conducting a SWOT analysis for your business. c) By surveying customers about what your business does well.	01	CO3	KL4

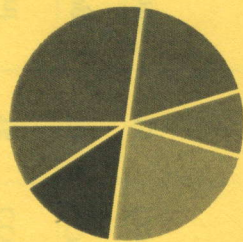
xii	d) By using social media to see what customers are saying about your company. How your company can respond to changes in the environment a) Strategic planning can identify ethical issues within the industry that need to be addressed. b) Based on the strategic plan, your employees can decide whether to behave ethically. c) Strategic planning can help identify who is affected by your business decisions. d) Based on the strategic plan, your business can develop a mission statement that incorporates a code of ethics.	01	CO3	KL3
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	CO	KL
2	How does the Social Networking Sites affect Social Capital	07	CO3	KL3
3	Define the Socio-economic context of Social Entrepreneurship	07	CO3	KL4
4	Relate how Social Development is related to Social Entrepreneurship.	07	CO3	KL2
5	How does Social Entrepreneurship help us reach out to remote customers?	07	CO4	KL5
6	Give a case study of any social Entrepreneur you have read.	07	CO3	KL3
7	What are the different steps involved in starting any new venture	07	CO3	KL4
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	CO	KL
8	How does the Principles of Social Business affect Social entrepreneurship?	15	CO3	KL4
9	Describe the Social Entrepreneurship Terrain	15	CO4	KL5
10	What are the factors that govern Social Enterprise?	15	CO4	KL5
11	Describe the various fields of Social Entrepreneurship	15	CO3	KL3

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

CO1	Develop their understanding on how cinema functions as a tool of mass communication.
CO2	Learn about the process of film making and its theories
CO3	Learn & practice the technical aspect of film production
CO4	Understand film as an art form.
CO5	Understand film appreciation

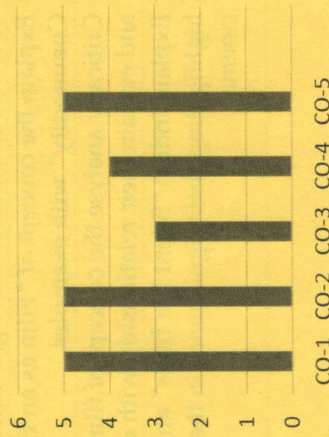
GRAPHICAL REPRESENTATION

Bloom's level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome wise Marks Distribution



ARKA JAIN University
Jharkhand



[19-11-2025]
END SEM EXAMINATION
School of Humanities

Program: Bachelor of Arts- Journalism and Mass Communication (Hons.)

Subject Name: Introduction to Cinema

Semester: III

Session: Odd, 2025-26
Year: Nov, 2025

Time: 3 Hour
Max. Marks : 70

- 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 Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

Knowledge Level (KL)

K1 : Remembering K3 : Applying K5 : Evaluating

K2 : Understanding K4 : Analysing K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

Q. No.	QUESTIONS	Marks	COs	KL
i	Which of the following is an example of Diegetic sound? (a) Background music (b) Voice-over narration (c) A character's dialogue (d) Theme song	01	CO3	KL1
ii	Which of the following is a narrative element in films? (a) Lighting (b) Script and story (c) Camera angle (d) Editing software	01	CO4	KL2
iii	The "Golden Age" of Indian cinema is usually associated with which period? (a) 1930s-1940s (b) 1950s-1960s (c) 1970s-1980s (d) 1990s-2000s	01	CO1	KL1
iv	Which film movement is known for "realistic depictions of post-war life in Italy"? (a) Soviet Montage (b) German Expressionism (c) Italian Neo-realism (d) Classical Hollywood	01	CO5	KL4

v	Which of the following is NOT a type of film genre? (a) Comedy (b) Spy (c) Tragedy (d) Horror	01	CO5	KL3
vi	The process of scriptwriting comes under which phase of filmmaking? (a) Pre-production (b) Production (c) Post-production (d) Distribution	01	CO2	KL4
vii	Who is known as the pioneer of montage theory in cinema? (a) Charlie Chaplin (b) Sergei Eisenstein (c) Alfred Hitchcock (d) Orson Welles	01	CO2	KL1
viii	Which was India's first full-length feature film? (a) Alam Ara (b) Raja Harishchandra (c) Pather Panchali (d) Sant Tukaram	01	CO3	KL1
ix	The award given for lifetime contribution to Indian cinema is: (a) Dadasaheb Phalke Award (b) Filmfare Award (c) National Award (d) Padma Shri	01	CO1	KL1
x	Which regional cinema is associated with directors like Mani Ratnam and K. Balachander? (a) Assamese (b) Gujarati (c) Tamil (d) Bhojपुरी	01	CO1	KL1
xi	"Film as Popular Culture" mainly means: (a) Films only for entertainment (b) Films shaping lifestyle, fashion, and social ideas (c) Films with religious themes only (d) Films without any ideology	01	CO4	KL2
xii	Parallel cinema in India is mainly known for: (a) Pure entertainment (b) Artistic and socially relevant themes (c) Action and thrillers (d) Fantasy storytelling	01	CO1	KL4
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	What do you mean by Fictional and Non-fictional films? Give one example of each.	07	CO4	KL3
3	Write about Dada Saheb Phalke and his contribution to Indian cinema.	07	CO1	KL6

4	Write about different types of sound in films.	07	CO3	KL5
5	Write about the growth of documentary films in India.	07	CO2	KL2
6	What do you mean by Plot? Write about the elements of a film plot.	07	CO5	KL6
7	Differentiate between pre-production, production and post-production.	07	CO2	KL5
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss Indian regional cinema with special reference to Hindi and Bengali cinema.	15	CO4	KL4
9	Explain the concept of "Film as an Entertainment Commodity" with examples.	15	CO5	KL2
10	Critically analyse the concept of film and ideology and explain their relationship with examples.	15	CO5	KL4
11	Explain Indian "Silent Era films" and "Talky films," highlighting their significance in the growth of cinema.	15	CO2	KL5