



ARKA JAIN University, Jharkhand

1st Semester End Semester Examination – 2019-20

Subject: Editing For Print Media

Course: BJMC

Time: 2 Hours

Full Marks: 35

Pass Marks: 14

- Candidates are encouraged to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A** is compulsory.
- **Part B** contains **Four** questions out of which **Two** questions are to be answered.
- **Part- C** contains **Two** questions out of which **One** question is to be answered.

PART A

Q.1) Multiple Choice Questions

(5x1=5)

- i) A news copy is generally read for editing---;
- a) Two times b) Three times c) Four times d) None
- ii) Which one of the followings is a news values?
- a) Timeliness b) Reporter c) Headline d) None
- iii) Which of the followings is a feedback mechanism tool for a newspaper?
- a) Dictionary b) Letters to the Editor
c) News d) All
- iv) Which of the followings tool is used to minimize the size of a photograph to fit into newspaper?
- a) Resolution b) Cropping c) Cutting d) None
- v) A broadsheet news paper generally divided into;
- a) Three columns b) Six columns c) Four columns d) None

Q.1. B) Write short note on all the following questions

(5x2=10)

- a) Journalist b) Masthead c) Caption d) Letters to the Editor e) Lead

PART B

Q. 2) Answer any two of the following questions

(2x5=10)

- i) Write five important duties of a copy editor.
- ii) Explain the importance of copy editing.
- iii) Mention five qualities of a good photo editor.
- iv) Discuss the importance of the editorial page of a newspaper.

PART C

Answer any one of the following questions:

(1x10=10)

Q. 3) Edit and rewrite the following story in your own way and put a good headline for this news story.

While the award united India, responses on social media divided it. Predictably, Banerjee was identified as a leftie and a political divide emerged. With the award of a Nobel prize to MIT economist Abhijit Banerjee, 6 laureates are now associated with West Bengal. Not many seem to know that Banerjee's approach has been critiqued by his own friends, who happen to be on the left of the spectrum, and in academia, political affiliation does not — or should not — matter. On the sidelines of this political game. From this happy story, to a grim report in the internet edition of The New York Times, reported from Myanmar by Southeast Asia bureau chief Hannah Beech and photographer Adam Dean. The content is unusual enough, with an unequivocal accusation of a cover-up of the cleansing of Rohingyas. In a briefing, "Officials showed them maps, diagrams and slide shows that were entirely made up." They speak of a camp in Sittwe: "Doctors, lawyers and former politicians live forgotten in ghettos, like Jews once did in Nazi Germany." In locations where the government tried to show investment, "What we saw was emptiness, a missing people." At a reception centre for returning Rohingyas, "Security forces with neatly combed hair sat at desks, ready to receive the Rohingya. But it was a charade. As we left, officials flipped off the lights. A generator juddered to a stop. Men slipped out of their uniforms. The computers, supposedly meant to record all the returning Rohingya, were never even turned on." In Ngan Chaung in Rakhine, they were able to see a real Muslim village only because a breakdown separated their car from the government convoy. But it is rendered especially striking by the mode of storytelling used by Jin Wu, Jon Huang and Meg Felling, who produced the programme. It is a slideshow made up of video, stills and text, with no sound except the reporter's voice-over. The combination of media makes the story much starker and more telling than it would have been if it had appeared in a single, traditional format, like television or print.

Q. 4) Write a news report from your experience on Diwali celebration held at your home town.



ARKA JAIN University, Jharkhand
1st Semester End Semester Examination – 2019-20

Subject: News Reporting and Writing
Time: 3 Hour

Course: BJMC
Full Marks: 60
Pass Marks: 24

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **FOUR** questions out of which **TWO** questions are to be answered.

PART A

Q.1)A] Multiple Choice Questions:

(10x1=10)

i) The word 'News' is derived from the Latin word 'Nova' meaning;

- a) Old b) Fake c) Biased d) New

ii) Inverted Pyramid style is sometimes referred to as;

- a) Top-Loading b) Back-Loading c) Front-Loading d) Side-Loading

iii) Which among the following is bold type of headline spread on the top front page of newspaper?

- a) Banner b) Skyline c) Sentimental d) Factual

iv) News territory or an area of specialization assigned to a reporter for news coverage is;

- a) News byte b) Interview c) News beat d) Quotation

v) The research for news writing in which data is obtained from readily available sources is;

- a) Primary research b) Fake data c) Data Manipulation d) Secondary research

vi) 'Truth' in news means;

- a) News without any prejudice or partiality b) News with prejudice or partiality
c) Partial news d) Fake news

vii) Which among the following does not generally publish news itself but supplies to its subscribers?

- a) News channel b) News agency c) Publication house d) none

viii) News about geographical aspects comes under which news value?

- a) Proximity b) Novelty c) Timeliness d) none

ix) Which among the following is detailed information of an issue which is provided to media?

- a) Quotation b) Column c) Backgrounder d) Editorial

x) The news related to human sensitivities & other untouched aspects of life comes under the category of;

- a) Truth b) Brevity c) Clarity d) Human Refinem

Q. 1. B] Write short note on all the following questions (5x2=10)

- a) News value b) News vs Views c) Interview d) Editorial
e) Quotation

PART B

Q2. Answer any four of the following questions (4x5=20)

- a) What are the roles of a journalist in news writing?
b) What do you mean by headline? Write about any two types of headlines.
c) Explain 5W's and 1 H approach in news writing.
d) What is the significance of news writing in Inverted Pyramid style?
e) What do you mean by news gathering? Why it is important for news writing?
f) What do you mean by 'Maintenance of status quo' in news writing?

PART C

Answer any two of the following questions (2x10=20)

Q.3) Prepare a questionnaire comprising of 10 questions on Nobel Prize winner Abhijit Banerjee?

Q.4) What are the roles of Headline in newspaper?

Q.5) What are the differences between 'News story' and 'Feature story'?

Q.6) Write a detail news report on any one of the following topics given below:

- (i) Swachh Bharat Abhiyaan
(ii) 'Navotsav 2019' held in the university.
(iii) Diwali celebration 'Roshni' held on 26th October 2019 in the university.



ARKA JAIN University, Jharkhand

1st Semester End Semester Examination – 2019-20

Subject: Introduction to Mass Communication

Course: BJMC

Time: 3 Hours

Full Marks: 70

Pass Marks: 28

- Candidates are encouraged to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A** is compulsory.
- **Part-B** contains **Six** questions out of which **Four** questions are to be answered
- **Part-C** contains **Five** questions out of which **Three** questions are to be answered.

PART A

Q.1. Multiple Choice Questions

10x1=10

- i) "Communis" means;
a) To share b) To avoid c) To entertain d) All
- ii) Communication has derived from which of the following;
a) Greek b) European c) Latin d) None of these
- iii) Which of the following is nature of communication;
a) Linear b) Circular c) Both d) None of these
- iv) Which of the following is not a form of verbal communication;
a) Speaking b) Reading c) Silence d) None of these
- v) Which of the following is not an objective of communication:
a) To Educate b) To Relate c) To entertain d) None of these
- vi) Which of following is a type of new media;
a) Television b) USB c) Newspapers d) None of these
- vii) Which of following is not a type of communication barrier;
a) Physical b) Organizational c) Gender d) None of these
- viii) Who among the following coined the word gate keeping;
a) Kurt Lewin b) David Mann White c) Donald Shaw d) All
- ix) Which among the following is a form of traditional media;
a) Painting b) Motifs and symbols c) Carvings d) None
- x) Who among the following added development media theory in the free press theory;
a) Paul Lazarsfeld b) Denis McQueen c) Bernard Berelson d) None

Q.2.) Write short note on all the following

(5x2=10)

- a) Advertising b) Homonyms
c) Puppetry d) Cross-cultural barrier

e) Linear model of communication

PART B

Q.3) Answer any four of the following questions:

(4x5=20)

- a) Briefly explain, Magic bullet theory
- b) Explain in brief Libertarian theory
- c) Write any three merits and demerits of Westley and MacLean's model of communication
- d) Briefly explain the Osgood's Schramm's model of communication
- e) Briefly explain non-verbal communication, with suitable examples
- f) Briefly explain traditional media with suitable examples

PART C

Answer any three of the following questions:

(3x10=30)

- Q.4) Explain the normative theories of communication
- Q.5) Explain in detail the 7Cs of communication
- Q.6) Explain in detail the Laswell's model of communication
- Q.7) What are barriers to communication. Explain in detail any five barriers to communication
- Q.8) What is the role of media in democracy? Explain in detail



Subject: Visual Communication
Time: 2 Hours

Course: BJMC
Full Marks: 35
Pass Marks: 14

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **FOUR** questions out of which **TWO** questions are to be answered.
- **Part- C** contains **THREE** questions out of which **ONE** questions are to be answered.

PART – A

Q.1. A) Multiple Choice Questions: (5x1=05)

- The proces used in the creation of a visual communication is called;**
a. Methods b. Copyright c. Media d. Materials
- The name “graphic design” first coined by William Addison Dwiggins in?**
a. 1922 b. 1822 c. 1932 d. None of these
- Photoshop file format extension is;**
a. psd b. gif c. png d. None of these
- ‘DPI’ stands for;**
a. Dots per inch b. Dot per inch c. Double per imch d. Display per inch
- ‘DTP’ Stands for;**
a. Desktop Program b. Daily Publisher c. Desktop Publishing d. None of these

Q.1. B) Write short note on all the following questions (5x2=10)
(a) Art (b) Graphic Design (c) Red Color
(d) Green Colour (e) Multimedia

PART – B

Q2. Answer any Two of the following questions: (2x5=10)
i. Discuss the job opportunity of photographers in India?
ii. Explain Non-verbal communication.
iii. How do colors affect our moods?
iv. What are the colour combinations that should be avoided? Explain with example.

PART – C

Answer any One of the following questions: (1x10=10)
Q.3 What is your understand about visual communication?-Explain.
Q.4 List out and explain the visual elements you find in a poster.
Q.5 Describe Element & Principles of Designs.



ARKA JAIN University, Jharkhand

1ST Semester End Semester Examination – 2019-2020

Subject : Business Organization

Time : 3 Hours

Course: B.A all
Full Marks : 70
Pass Marks: 28

JMC

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions :

(10x1=10)

- a) To protect the interests of creditors, employees, is.....objectives of Business.
- Human
 - Social
 - Economic
 - Legal
- b)trade involves buying and selling of goods in small quantities.....
- Retail
 - Wholesale
 - Entrepot
 - Import trade
- c) Remuneration is the reward of
- Business
 - Profession
 - Employment
 - None of these
- d) Partner who conducts himself in such a manner which leads third parties to believe that he is a Partner of the firm is known as.....
- Partner by Estoppels'
 - Nominal Partners
 - Partner by Holding out
 - Active Partner
- e) Liability of Sole-Proprietorship form of Business is.....
- Limited to the value of shares
 - Limited to extent of capital
 - Unlimited
 - None of these
- f) The ownership and control of Joint Hindu Family Business is managed and controlled by.....
- Karta
 - Co-Parceners
 - Registrar
 - None of these
- g) Maximum number of members in Private company is
- 50
 - 60
 - 70
 - Unlimited

- h) Government Company is one in which at least.....%of paid-up share capital is held by Government.
- 2MT
- i) 41
 - ii) 61
 - iii) 95
 - iv) 51
- i)is a voluntary association of persons who join together to safeguard their own interests.
- i) Sole- Proprietorship
 - ii) Partnership
 - iii) Co-operative societies
 - iv) none of these
- j)Industry is engaged in conversion of raw materials into finished goods.
- a) Genetic
 - b) Extractive
 - c) Manufacturing
 - d) Construction

B] Very Short question

(5x2=10)

- a) What do you mean by Business?
- b) What is a Manufacturing Industry?
- c) Define Joint Hindu Family Business.
- d) Define RTGS.(Real Time Gross Settlement)
- e) What do you understand by Government Company?

PART B

Q2. Answer any four:

(4x5=20)

- i) State the difference between Business, Profession and Employment.
- ii) What do you mean by Business .Discuss the objectives of Business?
- iii) Define Industry and its Types.
- iv) What do you mean by Departmental Undertaking? State its merits and limitations.
- v) Define Insurance .What are the fundamental Principles of Insurance
- vi) List the meaning and utility of ATM'S &Smart Cards.

PART C

Answer any three:

(3x10=30)

Q.3) What do you mean by A ids to Trade? Explain each one of them in brief.

Q.4) Define Banking. What are the various types of Bank account .Explain?

Q.5) Explain different forms of Postal & Telecom Services.

Q.6) Define Insurance. What are the Fundamental Principles of Insurance?

Q.7) Define Partnership .List down merits and demerits of such form of Business.

Q.8) Sate the difference between Business, Profession and Employment.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2019-2020

Subject : ENGLISH

Time : 2 Hours

Course: BAECO,FD,JMC

Full Marks: 35

Pass Marks: 14

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
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PART A

Q.1) Do as directed:

(10x1=10)

1. Raju gave the book to his friend. He lost it.
[The book.....]
2. As soon as the boys heard the news, they ran out of the class.
[On.....]
3. The bikers took the longest route. They managed to finish on time.
[In spite of.....]
4. Sita said, "Will you tell me what is going on?"
[Change the speech]
5. The police was tracing the call using the latest technology.
[Change into Passive Voice]
6. Who delivered the speech?
[By.....]
7. Mohan and his friends were not guilty.
[Neither.....]
8. I was not aware of the change in the schedule.
[Little.....]
9. When do you plan to reunite?
[.....reunion?]
10. As soon as I switched the fan on, there was a power cut.
[No sooner.....]

PART B

Q2. Answer any four:

(4x5=20)

- i) Analyze the character of the kabuliwalla.
- ii) How does the poet commend Duty?
- iii) Comment on the use of pathos in THE KABULIWALLA.
- iv) Analyze the character of Sergius in THE ARMS AND THE MAN.
- v) What does the poet emphasize on to make life a blessed one?
- vi) Comment on Louka as a character.

PART C

Answer any one:

(5x1=5)

Q.3) Discuss the role of STUDIES for different people.

Q.4) Discuss the relationship between Minnie and the Kabuliwalla.

Q.5) Comment on the theme of the essay OF STUDIES.

Q.6) Discuss the significance of the title THE PORTRAIT OF A LADY.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2019-20

Subject: Environmental Studies

Course: B.AFD/JMC/ECO/ENG

Time: 2 Hours

Full Marks: 35

Pass Marks: 14

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A** is compulsory.
- **Part- B** contains **four** questions out of which **Two** questions are to be answered.
- **Part- C** contains **Three** questions out of which **One** questions are to be answered.

PART A

Q.1) All questions are compulsory

A) Multiple Choice Questions:

(1x5=5)

- Fossile fuels are–
 - renewable
 - non-renewable
 - exhaustible
 - None of above
- SalimAli's name is synonymous with?
 - Ornithology in India
 - Limnology in India
 - Entomology in India
 - None of the above
- Any Energy flow in an ecosystem is
 - Unidirectional
 - Bidirectional
 - Multidirectional
 - None of the above
- Zoological Survey of India is at
 - New Delhi
 - Kolkata
 - Mumbai
 - Chennai
- World Forest day is celebrated on
 - 21st March
 - 5th June
 - 1st Dec
 - 7th June

B) Very Short question

(5x2=10)

- a) Ecological pyramid
- b) Sundarlal Bahuguna
- c) Food chain
- d) Renewable resources
- e) National parks

PART B

Q2. Answer any Two:

(2x5=10)

- i) What is sustainable development? Write the goals of Sustainable Development.
- ii) Explain with neat sketch of energy flow in ecosystem.
- iii) What is energy? Write the pros and cons of solar energy.
- iv) Explain the followings.
 - a) Family welfare program.
 - b) Poverty and Environment.

PART C

Answer any One:

(1x10=10)

Q.3) What is an Ecosystem? Describe aquatic ecosystem in detail.

Q.4) What do you understand by population growth? Write the environmental problem related to population growth.

Q.5) What is a natural resource? Describe the major types of natural resource and their associated problems.