



## ARKA JAIN University, Jharkhand

2<sup>nd</sup> Semester Final Examination – 2019

Subject :History of Mass Media

Time :3Hours

Course: BJMC

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** question is to be answered.

### PART A

#### Q.1) A] Multiple Choice Questions

(10x1=10)

i) Which of the following is a type of printing press?

- a) Letter Press                      b) Lithography                      c) Photogravure                      d) All

ii) In which year the ISBS was renamed as AIR ;

- a) 1927                      b) 1936                      c) 1919                      d) 1922

iii) Who was the first Indian Director General of Broadcasting?

- a) A.S Bokhari                      b) Lionel Fielden                      c) Shujaat Bukhari                      d) None

iv) In the year 1937 AIR was transferred from the ministry of labour and industries to which department.

- a) Department of Information and Broadcasting                      b) Human Resource Department  
c) Department of Information Technology                      d) Department of Communications

v) Who was the first minister of Information and broadcasting in India?

- a) A.S Bokhari                      b) Lionel Fielden                      c) Sardar Vallabhbhai Patel                      d) None

vi) In which year the Vivid Bharati services started?

- a) 1957                      b) 1959                      c) 1953                      d) None

vii) In which year Doordarshan got separated from AIR?

- a) 1976                      b) 1961                      c) 1955                      d) None

viii) In which year 'SITE' was launched?

- a) 1985                      b) 1975                      c) 1980                      d) None

ix) The first Indian talky film 'ALAM ARA' was directed by;

- a) Satyajit Ray                      b) Ardeshir Irani                      c) Ritwik Ghatak                      d) None

x) Which was the first Indian film nominated for the Oscars?

- a) Lagaan                      b) Lunchbox                      c) Mother India                      d) Pyaasa



**B] Write Short note on the following**

**(5x2=10)**

- i) Cyberspace
- ii) Social Media
- iii) Interactive Digital Media
- iv) All India Radio
- v) Parallel Cinema

**PART B**

**Q.2) Answer any four of the following.**

**(4x5=20)**

- i) Briefly explain the five characteristics of Internet.
- ii) Explain the role of Prasar Bharati in brief.
- iii) Briefly explain the process of Photogravure printing with diagram.
- iv) Briefly explain the origin and growth of Indian Language press.
- v) What do you mean by Digital Terrestrial Television. Explain in brief.
- vi) What is Apu Trilogy? Explain in brief.

**PART C**

**Answer any three of the following.**

**(3x10=30)**

**Q.3) Discuss five major objectives of SITE.**

**Q.4) Explain the origin of internet.**

**Q.5) Discuss the objectives of AIR.**

**Q.6) Explain the role of private industry in the 'growth of Indian Television Industry'.**

**Q.7) What are the five major happenings of 'The August Revolution'. Explain.**







**Q.2) Write short notes on**

**(5x2=10)**

- i) Cloning
- ii) Golden Points
- iii) Picture Orientation
- iv) Captions
- v) Aperture

**PART B (4x5=20)**

**Q. 3) Answer any four of the following;**

- i) What is Photojournalism? Explain in brief.
- ii) Briefly explain the process of heliography.
- iii) What are the five major advantages of using DSLRs over Point and shoot cameras?
- iv) What is exposure? What are the different features by which one can control exposure?
- v) Briefly explain five features of image editing.
- vi) Explain in brief what are leading lines in Photography.

**PART C**

**Answer any two of the following;**

**(10x2=20)**

- Q. 4)** What are the different roles of a photojournalist? Explain in detail.
- Q. 5)** What makes a good photograph? Explain in detail.
- Q. 6)** What are the basic functions of Shutter Speed, Aperture and ISO in SLR cameras.
- Q. 7)** Explain the following terms in brief.  
a) DPI b) PPI c) Resolution d) Cropping e) Saturation.





# ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2019

Subject : Traditional Folk Media

Course: BJMC

Full Marks : 70

Pass Marks: 28

Time : 3 Hours

- 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. A) Multiple Choice Questions

10x1=10

i) 'Bihu' is a traditional folk form of;

- a) Assam                      b) Bihar                      c) Uttar Pradesh                      d) Karnataka

ii) 'Wayang Kulit' is a folk media form of;

- a) China                      b) India                      c) Indonesia                      d) Nepal

iii) Which of the following is indigenous in nature?

- a) Newspaper                      b) Radio                      c) Traditional folk media                      d) All

iv) 'Burrakatha' is an oral storytelling technique of;

- a) Madhya Pradesh                      b) Jharkhand                      c) Meghalaya                      d) Andhra Pradesh.

v) Which of the following is a disadvantage of folk media?

- a) Flexibility                      b) Limited reach                      c) Low cost                      d) None

vi) Which one is a key characteristic of traditional media;

- a) Spontaneity                      b) Popular                      c) Simplicity                      d) None

vii) 'Bhavai' is a folk form of;

- a) Jharkhand                      b) Bihar                      c) Karnataka                      d) Gujrat.

viii) Who coined the term 'Development Communication'?

- a) Keval J Kumar                      b) Aristotle                      c) Nora C Quebral                      d) None

ix) The National programme of drama started in the year;

- a) 1958                      b) 1965                      c) 1956.                      d) None

x) 'Tamasha' is a form of drama which is found in the state of;

- a) Kerala                      b) Uttar Pradesh                      c) Maharashtra.                      d) West Bengal

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

5x2=10

- a) Puppetry    b) Nautanki    c) Yatra    d) Feedback    e) Chao Nach



**PART B**

Answer any **four** of the following questions:

4x5=20

- Q.2) Define the nature of traditional folk media? Give example.
- Q.3) What do you mean by performing art & folk theatre? Give example.
- Q.4) Define material culture? Give example.
- Q.5) Write five important advantages of traditional folk media.
- Q.6) Write five important differences between traditional media and digital media.
- Q.7) Write five important features of traditional folk media.

**PART C**

Answer any **three** of the following questions:

3x10=30

- Q.8) 'Traditional folk media plays significant role as part of socio cultural and ritual communication'.  
Give your arguments.
- Q.9) What is development communication? How can you use traditional folk media to bring development in the society? Explain six points.
- Q.10) Discuss ten important characteristics of traditional folk media
- Q.11) Discuss the impact of traditional folk media on rural development.
- Q.12) Discuss the history and growth of traditional folk media in India.





# ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2018-19

Subject : Business Communication

Time : 3 Hours

Course: ~~BBA~~/BA (Hons.)

Full Marks : 70

Pass Marks: 28

- 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) Which of the following can hamper the process of communication?
- Channel
  - Encoder
  - Noise
  - Pollution
- b) An example of communication channel is:
- Face to face conversation
  - feedback
  - context
  - noise
- c) To decode a message is to
- Translate ideas into code
  - Informal
  - Vertical
- d) Example of oral communication is.....
- Telephone
  - Letter
  - E-mail
  - Fax
- e) Written communication includes:-
- Film
  - Reports and forms
  - Interviews
  - Speaking
- f) The following is (are) non-verbal communication.
- Facial expression
  - Appearance
  - Posture
  - All of the above.



g) The following is the most effective way of communication:

- i) Verbal
- ii) Non -Verbal
- iii) Written
- iv) All of the above

h) Communication is the task of imparting-

- i) Training
- ii) Information
- iii) Knowledge
- iv) Message

i) Upward communication flows from..... to .....

- i) Upper to lower
- ii) Lower to upper
- iii) Horizontal
- iv) Diagonal

j) Appeals are used in .....communication.

- i) Horizontal
- ii) Upward
- iii) Downward
- iv) Grapevine

**B] Very Short question**

(5x2=10)

- a) "Communication is the two way process". Explain
- b) What are the different purpose of communication?
- c) Discuss the different psychological barriers to communication.
- d) What is the difference between upward and downward communication?
- e) What is Creative writing?

**PART B**

**Q.2) Answer any four:**

(4x5=20)

- i) What is communication? Discuss its importance in management.
- ii) Discuss the different language barriers to communication.
- iii) Short notes on any one:-
  - a) Vertical and Horizontal communication
  - b) Communication network
  - c) Grapevine communication
  - d) Formal communication
  - e) Informal communication.
- iv) What is the difference between Downward and Upward communication?
- v) Discuss the drawbacks of Upward communication.
- vi) Discuss the nature of Creative writing.



### PART C

**Answer any three:**

**(3x10=30)**

- Q.3)** What do you mean by communication? Discuss the various steps of Communication process.
- Q.4)** Discuss the different barriers to Business communication. what are the different ways to overcome barriers?
- Q.5)** What do you mean by Written communication? Discuss the advantages and disadvantages of written communication.
- Q.6)** What do you mean by Informal communication Discuss its advantages and disadvantages.
- Q.7)** Creative Writing is a way to express one's own thought and expression in writing. Discuss
- Q.8)** List the essential guidelines or rules to be kept in mind while Public speaking.





# ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2019

Subject :HINDI

Time : 2 Hour

Course: B B A/-JMC/BIOTECH

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 **Three** questions are to be answered.
- **Part- C** contains **Three** questions out of which **Two** question are to be answered.

## PART A

### Q.1) Multiple Choice Questions

(4x1=4)

i) मंत्र शीर्षक कहानी के रचयिता है ?

- क) प्रेमचंद      ख) प्रसाद      ग) मोहन राकेश      घ) तुलसीदास

ii) कप्तान साहब कहानी का नायक है?

- क) भक्तसिंह      ख) जगतसिंह      ग) कैलाश      घ) इनमे से कोई नहीं

iii) असदखाँ का लालन पालन कहाँ हुआ?

- क) घर मे      ख) मामा के यहाँ      ग) बुआ के घर      घ) अनाथालय

iv) प्रेमचंद किस राज्य के थे?

- क) बिहार      ख) बंगाल      ग) उड़ीसा      घ) उत्तरप्रदेश

### (B) very short question

(2x2=4)

1) अर्थ स्पष्ट करे?

पोथी पढ़ि पढ़ि जग मुआ, पंडित भया न कोय।

ढाई आखर प्रेम का, पढ़े सो पंडित होय॥

ii) निम्नलिखित शब्दों के दो दो पर्यायवाची शब्द लिखे?

क) किसान

ख) आनंद

## PART B

Q.2) Answer any three

(3x5=15)



- 1) मंत्र शीर्षक कहानी के आधार पर डॉ चड्डा के ब्यक्तित्व पर प्रकाश डालिए?
- ii) लिंग की परिभाषा लिखे। उनके भेदों को उदाहरण सहित लिखे ?
- iii) शिक्षण शुल्क माफ कराने हेतु प्रधानाचार्य के पास एक आवेदन पत्र लिखिए?
- iv) विपरीत शब्द लिखे:-  
क) आय ख) इहलोक ग) अपेक्षा घ) आगमन ङ) कठिन

**PART C)**

Answer any two

(6x2=12)

निबंध लिखे

Q.3) भ्रष्टाचार अथवा नारी शक्ति

Q.4) निम्नलिखित शब्दावली का हिन्दी में अनुवाद करे

i) ASSISTANT

II) CLERK

III) ADVISER

IV) OUTPUT

V) TRANSFER

VI) FINANCE

Q.5) मंत्र कहानी का सारांश लिखे?





# ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2019

Subject: IT- SKILLS

Time:2 Hours

Course: BA- ALL

Full Marks:35

Pass Marks: 10

- 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 **Two** questions out of which **ONE** questions are to be answered.

## PART A

Q.1) All questions are compulsory

A) Multiple Choice Questions :

(5x1=5)

1. It is possible to \_\_\_\_\_ a data source before performing a merge.
  - a) Create
  - b) Modify
  - c) Sort
  - d) All of the Above
2. The numeric data entered in the worksheet is \_\_\_\_\_ aligned by default.
  - a) Left
  - b) Right
  - c) Center
  - d) Top
3. Merge cells option can be applied from
  - a) Format cells dialog box Alignment Tab
  - b) Formatting Toolbar
  - c) Both of above
  - d) None of above
4. Which of the following is graphic solution for Word Processors?
  - a) Clipart
  - b) Word Art
  - c) Drop Cap
  - d) All of Above
5. You can open the Sort dialog box by choosing Sort from the \_\_\_\_\_ menu
  - a) View
  - b) Format
  - c) Tools
  - d) Data



## PART B

**Q2. Very Short question**

**(5x4=20)**

1. What are different types of fonts in MS word?
2. What is find and replace?
3. How to insert formula in cells. Give an example.
4. What are margins, what are the different types of margins formats?
5. What is the importance of studying computer application?
6. Write notes on Bullets, numbering, Clip Art, Borders, and shading in Ms Word 2007.

## PART C

**Answer any one:**

**(1x10=10)**

**Q3).** Create 4 Slides on annual day of your college and perform the following:

- a) Give Header and Footer
- b) Give Background Color
- c) Insert Picture from Clip Art
- d) Insert Slide Numbers
- e) Insert table and charts

**Q4).** Write formulas for the operations (a) – (e) based on the spreadsheet given below along with the relevant cell address: write your Answer step-by-step.

	A	B	C	D	E	F	G
1	SNO	Name	Science	Maths	Computers	Total	Average
2	1	Swati	70	80	87	--	--
3	2	Shruti	90	98	89	--	--
4	3	Neelu	90	90	98	--	--
5	4	Rosy	60	76	79	--	--
6	5	Shreya	50	45	67	--	--
7	Max				--		
8	Total		--				

- (a) To calculate the Total Marks as sum of Science, Maths & Computers for each student and display them in column F.
- (b) To calculate the average marks for each student and display them in column G.
- (c) To calculate the highest marks in Computers and display it in cell E7.
- (d) To calculate the total number of students appearing for the Science test and display it in cell C8.
- (e) To create a Chart from the above table.