



ARKAJAIN
University
Jharkhand

30

3rd Semester End Term Examination: Dec - 2022.

Subject

: Social Entrepreneurship

Course

: BA [ENG/JMC/FD]

Full Marks

: 70

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
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PART - A

Multiple Choice Questions

1i) In a social enterprise model the impact is measured by the generation of [12x1=12]

- a) Funding value
- b) Service value
- c) Economic value
- d) Social Value

ii) Social entrepreneurship is a revolution occurring around the world, where people from all walk of life are -

- a) Developing and implementing innovative, effective and sustainable solution in response to government role.
- b) Developing and implementing innovative, effective and sustainable solution in response to social and charitable challenges.
- c) Developing and implementing innovative, effective and sustainable solution in response to social and environmental challenges.
- d) Developing and implementing innovative, effective and sustainable solution in response to taxation environment challenges.

- 11) Florence Nightingale -
- Established National Park System
 - Led to family planning movement efforts around the world
 - Established school nurses and fought for improvement of hospital conditions
 - All of above

xii) Social entrepreneurship

- Involves creating new charitable and civic organizations which are financially self-sufficient.
- Involves a person or group who owns their own for-profit business.
- Involves bringing new products or services to market
- Involves revitalizing government agencies.

v) Which of the following challenges social entrepreneurs are facing?

- Limited access to early stage capital
- Development of new product
- Maintaining profits
- All of the above

vi) Which of the following quality is attributed to social entrepreneurs?

- Visionaries
- Rationalist
- One man show
- Rich and powerful

vii) The innovative methods used in social enterprises to broaden the access of capital includes-

- Loan Guarantee
- Pooling
- Crowd-funding
- All of the above

viii) Vinoba Bhave was founder and leader of the -

- Land scam in India
- Land gift movement
- Constitution of India
- Planned Parenthood Federation

ix) Which of the following challenges social entrepreneurs are facing?

- Limited access to early stage capital
- Development of new product
- Maintaining profits
- All of the above

x) Social entrepreneur acts as the -

- Change agent for poor people
- Change agent for the state Govt.
- Change agent for society
- Change agent for the central Govt.

PART - B

Answer any FOUR out of SIX

[4x7=28]

- Write short notes on Social Entrepreneurship.
- Mention the importance of building Social Capital.
- Write short notes on Crowd funding.
- What are some of the basic skills needed for a Social Entrepreneur?
- Why is community participation important in Social Entrepreneurship?
- Describe any two Social Capital.

PART - C

Answer any TWO out of FOUR

[2x15=30]

- What do you understand by Social Capital? Describe how it can be built.
- Differentiate between Social Entrepreneurship and Commercial Entrepreneurship.
- What are the features of Social Entrepreneurship?
- Briefly describe any Social Entrepreneurship idea that you have.



3rd Semester End Term Examination: Dec- 2022

Subject : Business Communication
Course : BA [ENG/JMC/FD]
Full Marks : 70

Roll No:
Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

- 1i) Downward communication flows from _____ to _____
- a) Upper to lower
 - b) Lower to upper
 - c) Horizontal
 - d) Diagonal
- ii) All communication starts with _____
- a) Receiver
 - b) Decoder
 - c) Encoder
 - d) Idea
- iii) _____ is a psychological barrier to effective communication
- a) Technical jargon
 - b) Distrust
 - c) Complex organization
 - d) Status difference
- iv) The principle of effective writing includes _____
- a) Accuracy
 - b) Clarity
 - c) Brevity
 - d) All of the above

- v) _____ of the letter consists of main message
- Heading
 - Greeting
 - Body
 - Closing
- vi) Which of these is NOT normally considered to be a direction of formal communication?
- Upward
 - Zigzag
 - Diagonal
 - All of the above
- vii) Which type of non-communication is known as artifacts?
- Clothing
 - Gestures
 - Posture
 - None of these
- viii) In letter writing, _____ indicates to the reader of the letter what the _____ is about
- Salutation, letter
 - Body, memo
 - subject, notice
 - subject, letter
- ix) Which type of communication refers to flow of information between persons holding equal rank in same departments?
- Lateral
 - Upward
 - Downward
 - Diagonal
- x) On which of the following we get immediate feedback?
- E-mail
 - Telephone
 - Letter
 - Fax
- xi) Which of the following is/are business letters?
- Refusal letter
 - Order status letter
 - Customer relation letter
 - all of these
- xii) The formal greeting in a business letter is _____.
- Inside address
 - Complimentary close
 - Salutation
 - Letter head

PART - B

Answer any **FOUR** out of **SIX**

[4x7=28]

- Write a report on effects of increasing petrol prices for a national newspaper. (10-12 lines)
- Write a complain letter to Ola customer care representative citing the discomfort and rude behaviour of the driver during the ride.
- Effective presentation on any chosen topic calls for effective skills'. Elaborate the statement.

- Explain the communication cycle.
- What are the different types of communication barriers?
- Differentiate between formal and informal communication.

PART - C

Answer any **TWO** out of **FOUR**

[2x15=30]

- Mr Robert, a research chemist for a major petro-chemical company, wrote a dense report about some new compounds he had synthesized in the laboratory from oil-refining by-products. The bulk of the report consisted of tables listing their chemical and physical properties, diagrams of their molecular structure, chemical formulas and computer printouts of toxicity tests. Buried at the end of the report was a casual speculation that one of the compounds might be a particularly effective insecticide. Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides. After six months of research, someone uncovered Robert's report and his toxicity tests. A few hours of further testing confirmed that one of Robert's compounds was the safe, economical insecticide they had been looking for. Robert had since left the company, because he felt that the importance of his research was not being appreciated.
 - State the problems faced by Robert keeping in mind the fundamentals of Business writing.
 - Discuss the role of effective business communication within and outside the organization.
 - Enumerate the different categories of non-verbal communication and state their importance in communication process with suitable examples.
 - Emanate the usual contents of resume. Give specimen of the resume of a candidate for the post of an assistant accountant.



3rd Semester End Term Examination Dec - 2022

Subject : Introduction to Cinema
Course : BA JMC [Hons.]
Full Marks : 70
Roll No:
Time : 3 Hours.

Instructions to the Candidates:

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PART - A

Multiple Choice Questions

[12x1=12]

- 1i) Films produced in late 1940s, 1950s & early 1960s were lyrical, powerful and dealt with themes that included:
- a) The exploitation of poor by rich
 - b) Only untouched ability
 - c) Except sacrifice and Honor
 - d) None of these
- ii) Which among the following is a science fiction Bengali film made by Ritwik Ghatak?
- a) Ajtik
 - b) Ajantrik
 - c) Ajantik
 - d) Ajatik
- iii) Which period saw the rise of the Parallel Cinema movement in India?
- a) Iron age
 - b) Medieval Age
 - c) Golden age
 - d) Silver age
- iv) Salaam Bombay, Lagaan and Monsoon Wedding and are among some of the films that;
- a) Are based on scripts from mythology
 - b) Are among the best action genre films
 - c) Are first Talkie films in Bengali
 - d) None of these

- v) A classification of films that share similar subject matter, narrative and stylistic pattern, and setting is termed as;
- Film production
 - Cinematography
- vi) Creating a problem for the protagonist in the film with better ending of Problem is a part of;
- Climax and Conflict
 - Conflict and Climax
- vii) Which among the following is/are film genre;
- Horror
 - Both (a) and (b)
- viii) Which period is regarded as the Golden Age of Hindi cinema by film historians?
- The period after late 1940s to the early 1960s, before India's independence
 - The period from the late 1930s the early 1940s, after India's independence
 - The period from the late 1940s to the early 1950s, before India's independence
 - The period from the late 1920s to the early 1950s, before India's independence
- ix) Who pointed out that film is a commodity?
- Comolli and Narboni
 - Lev Kuleshov
- x) A form used in filmmaking in which the power of imagination is not used and re-creation of life is invented by the filmmaker is;
- Non-fictional narrative
 - Both (a) and (b)
- xi) Conflict element in a film refers to;
- Resolution
 - Characterisation
- xii) What does 'characterization' deal with in analyzing a film?
- How the actors are shortlisted for Tv serial
 - How the characters are auditioned
 - How the characters are acting in Tv serial
 - How the characters are described

PART - B

Answer any FOUR out of SIX

[4x7=28]

- Explain with example how film is changing the society?
- Differentiate between 'Diegetic sound' and 'Non-diegetic sound' in film Making
- What do mean by film script? How script is important in film making?
- What do you mean by a dialogue in cinema? Write any two importance of dialogue in cinema?
- What do you mean by film director? Explain the responsibilities of a film director.
- What is the importance of Silence in a film scene?

PART - C

Answer any TWO out of FOUR

[2x15=30]

- Explain Pre-production, production and post production process in film making.
- Explain narrative elements of film making.
- Explain the components of visual design in film making.
- Explain the role of any 5 film production team members in film making.



3rd Semester End Term Examination: Dec - 2022

Subject : Media Management
Course : BA JMC [Hons.]
Full Marks : 70
Roll No:
Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

- 1i) Good management demands;
- a) Individual effort
 - c) Both
 - b) Group effort
 - d) None

- ii) The name of the newspaper on editorial page is termed.
- a) Masthead
 - c) Ear
 - b) Flag
 - d) None

- iii) Extra ordinary exclusive story that is not available on other newspaper is called
- a) Scoop
 - c) Slug
 - b) Slant
 - d) None

- iv) Management is the function of getting things done through people and directing the efforts of individuals towards a common objective
- a) Theo Haimann
 - c) Henry Fayol
 - b) Lawrence
 - d) Fredrick Taylor

v) PIB stands for what?

- a) Public Information Bureau
- c) Press Information Bureau,

- b) Press Industry Bureau,
- d) Product Information Bureau

vi) "Management is the art of knowing what you want to do and then seeing that it is done in the best and cheapest way"-Who said this?

- a) Henry Fayol
- c) Frederick Taylor.

- b) Lawrence
- d) None

vii) Match the following

- a. Reuter
 - b. AFP
 - c. PTI
 - d. UNI
- 1. 1949
 - 2. 1961
 - 3. 1851
 - 4. 1835

- a) A3, B4, C1, D2
- c) C2, A4, B3, D1

- b) B3, A1, C4, D2
- d) A2, B1, C3, D2

viii) Media enterprises operate in _____ different markets.

- a) Two
- c) Four

- b) Three
- d) Six

ix) Media management is seen as a business administration discipline that identifies and describes strategic and operational phenomena and problems in the _____ of media enterprises.

- a) Leadership
- c) Gatekeeper

- b) Security
- d) Administrator

x) The first major newspaper in India The Bengal Gazette was started in _____.

- a) 1957
- c) 1780

- b) 1980
- d) 2001

xi) The National Stock Exchange formed in _____.

- a) 1933
- c) 1962

- b) 1992
- d) 1990

xii) Organizing includes _____.

- a) Defining organizational goals

- b) Hiring organizational members

- c) Motivating organizational members.

- d) Determining who does what tasks

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. What are the five distinctive features of media economics?
3. Describe the importance of circulation department.
4. What is 'Yellow journalism and Stringer'?
5. Write the characteristics of Management?
6. Explain Cross Media.
7. Describe media management. Write three scope of media management.

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. What are the eight important principles of media management? Discuss
9. Media as an Industry and Profession, How?
10. Describe different departments of print media house.
11. What are the different types of News Ownership in India? Explain with example.



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3rd Semester End Term Examination: Dec - 2022.

Subject : Introduction to New Media
Course : BA JMC (Hons.) **Roll No:**
Full Marks : 70 **Time** : 3 Hours.

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PART - A

[12x1=12]

Multiple Choice Questions

- 1i) Which of the following statement is incorrect regarding Google drive?
 - a) It is a cloud-based file storage service by Google
 - b) It is integrated with Gmail.
 - c) Files stored on Google drive cannot be shared
 - d) None
- ii) Which of the following statement is/ are correct?
 - (i) New media is a term for different forms of electronic communications, possible through computer technology
 - (ii) New media is the amalgamation of different media in one platform
 - (iii) New media is a dynamic process of communication
 - a) Only statement i) is correct
 - b) Only statement i) and ii) are correct
 - c) All the statements are correct
 - d) None
- iii) Which of the following is not a key concept of new media?
 - a) Information
 - b) Interface
 - c) Stimulation
 - d) None

iv) Assertion (A) How communication takes place is technical.

Reason (R) The meaning is sociological or philosophical.

- a) Both (A) and (R) are true and (R) is the correct explanation of (A)
- b) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- c) (A) is true and (R) is false
- d) None of these

v) Which of the following statement is/ are correct?

(i) Marshall McLuhan deals with messages as content.

(ii) To Shannon there is only a signal, no message (a message is meaning attached to the signal)

- a) Both the statements i) and ii) are correct
- b) Only statement i) is correct
- c) Only statement ii) is correct
- d) None

vi) Match the following

- (i) E-commerce
- (ii) Social Media
- (iii) ELearning
- (iv) Online News

- a) i-d, ii-b, iii-c, iv-a
- b) i-d, ii-b, iii-a, iv-c
- c) i-d, ii-c, iii-b, iv-a

vii) Match the following

- (i) 1996
- (ii) 2003
- (iii) 2016
- (iv) 2010

- a) i-b, ii-d, iii-a, iv-c
- b) i-d, ii-b, iii-a, iv-c
- c) i-d, ii-c, iii-a, iv-b

viii) Which of the following statement is/ are correct?

(i) Mobile Communication is a wireless form of communication in which voice and data information is emitted

(ii) The transmitted waves are received via macro waves

- a) Only statement i) is correct
- b) Only statement ii) is correct
- c) Both the statements i) and ii) are correct
- d) None

ix) Which among the following does not falls under the category of new media?

- a) Websites
- b) Podcasts
- c) E-mail
- d) None

x) Which of the following statement is/ are correct about media convergence?

- (i) The phenomenon does not involves the interlocking of computing and information technology companies
- (ii) It provides contents from the publishing houses and portals.

- a) Only statement i) is correct
- b) Only statement ii) is correct
- c) Both the statements i) and ii) are correct
- d) None

xi) Assertion (A) Media convergence is leading to loss of jobs
Reason (R) People are losing jobs in new media because they are not multitasking

- a) Both (A) and (R) are true and (R) is the correct explanation of (A)
- b) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- c) (A) is true and (R) is false
- d) None of these

xii) Match the following

- i) Sabeer Bhatia
- ii) Jawed Karim
- iii) Facebook
- iv) Alphabet INC

- A) Google
- B) Hotmail
- C) Instagram
- D) Youtube

- a) i-d, ii-b, iii-c, iv-a
- b) i-c, ii-d, iii-a, iv-b
- c) i-d, ii-b, iii-a, iv-c
- d) None

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. Explain in brief any five cons of electronic mails.
3. Explain in brief how new media is the need of the hour.
4. New media is a threat to traditional media. Argue
5. Write a short note on MCU.
6. Write a short note on Citizen Journalist.
7. Explain the utility of 'SMO' in brief.

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Search Engine Optimization is an advance new media tool. Argue.
9. Write a detailed note on the history of internet.
10. Explain Media Convergence in detail with its advantages and disadvantages.
11. While writing a report what ethical issues a Citizen Journalist must consider. Explain in detail