



Subject: Media Law & Ethics

Time: 3 Hours

Course: BA-JMC

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 **FIVE** questions out of which **THREE** questions are to be answered.

PART A

Q.1) Objective type Questions (Answer All):

(1 X 5 = 5)

- Which of the following is not a fundamental right?
 - Right to equality
 - Right to freedom
 - Right against exploitation
 - Right to get a job
- Indian citizens have ----- fundamental rights.
 - One
 - Two
 - Four
 - Six
- Advertising standard council of India (ASCI) is-
 - Government organization
 - Self-regulatory organization
 - Media Management agency
 - None of the above
- Article 36 to 51 of Indian constitution are related to-
 - Directive principles of State Policy
 - Fundamental rights
 - Panchayti Raj
 - None of the above
- a right given by the law to creators of literary, dramatic, musical and artistic works and producers of cinematographic films and sound recordings.
 - Copyright Act 1957
 - Press and registration of books Act 1867
 - Information technology Act 2000
 - None of the above
- PrasarBharati includes which of the following;
 - Big FM
 - Zee TV
 - Doordarshan
 - None
- In which year the Copyright Act came into force;
 - 1995
 - 1985
 - 1958
 - 1967

viii. 'SIC' stands for;

- a) State Information Commission b) State India Commission
c) State Investigation Commission d) None

ix. Which of the following is a branch of ethics?

- a) Mathematics b) Applied ethics c) Normative ethics d) All

x. In which year did "Contempt of Court" Act came into action;

- a) 1999 b) 1971 c) 1981 d) 1991

Q.2) Short Answer type questions (Answer any five)

(5 X 2 = 10)

- i. What do you mean by Defamation?
- ii. Is there any constitutional restriction on freedom of speech in India?
- iii. What is Yellow Journalism?
- iv. What is Prasar Bharti?
- v. Explain the term 'Habeas Corpus'.
- vi. What is Communal writing?

PART B

Q.3) Write short notes on any four:

(4 X 5 = 20)

- i. Write a short note on 'Directive principles of Indian constitution'
- ii. What is Right to Information Act 2005?
- iii. What is Paid news? Explain with examples.
- iv. Write a short note on Media code of ethics
- v. What are the important laws dealing obscenity?
- vi. What are the major challenges of social media?

PART C

Long type questions (Answer any three)

(10 X 3 = 30)

Q.4).Media is called fourth pillar of democracy. What is its role and importance in strengthening democracy?

Q.5).Is press is free in India? What are the important challenges before freedom of press in India?

Q.6).What are the common elements of Media code of ethics? Explain with the help of suitable examples.

Q.7).Explain the term Fake News. How Does fake news is posing new challenges for Indian democracy? Give some valuable suggestions to control fake news.

Q.8).Explain the Fundamental rights of Indian citizens.



ARKA JAIN University, Jharkhand

4th Semester Final Examination – 2018-19

Subject : Advanced Reporting

Time : 3 Hours

Course: BJMC

Full Marks : 60

Pass Marks: 24

- 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 **Two** questions are to be answered.

PART A

Q.1. (A) Multiple Choice Questions

(10x1=10)

- i) Which of the following is a famous Indian sports journalist?
- a). Ayazmaman b). VinodDua c). Lalitsuri d). PunyaprasunBajpai
- ii) Delhi Asian games held in:
- a). 1982 b). 1983 c). 1984 d). 1994
- iii) India won first ICC world cup in the year:
- a). 1982 b). 1983 c). 1984 d). 1985
- iv) Who among the following is an Olympic gold medalist?
- a). AbhinavBindra b). JaspalRana c). Marry com d). Bijenderkumar
- v). Which of the following is the national sports of India?
- a). Hockey b). Cricket c). Football d). Kabaddi
- vi) Which of the following is a feedback mechanism to a Newspaper?
- a) Editorial b) Advertorial c) Letters to the Editor d) All
- vii) Who is the chairperson of National Commission for women?
- a) E. Roger b) Rekha Sharma c) Renu Singh d) None
- viii) 'PTI' stands for;
- a) Public Trust of India b) Press Trust of India c) Peace Trust of India d) None

ix) Which of the following is associated with reporting skills?

- a) Writing b) Interviewing c) Reviewing facts d) All

x) Which of the following is a major source of air pollution?

- a) Small scale industry b) Automobiles c) Dustbins d) None

(B) Write short note on all the following

5x2=10

- (a) Narrative lead & Paradox lead (b) Science journalism (c) Editorial (d) Live commentary
(e) National Commission for Women

PART B

Q.2). Write short notes on any four of the following:

(4x5=20)

- i. What are the process involved in science communication?
- ii. Define contextual model of science communication.
- iii. National Commission for women
- iv. Objectives of DD Science TV programme
- v. Sport authority of India(SAI)
- vi. Skills required for sports journalism

PART C

Answer any Two of the following questions:

(2x10=20)

Q.3). What is environmental journalism? Discuss five important challenges related to environmental reporting.

Q.4). Write a report on the major issues and problems faced by women in India.

Q.5). What are the important models of scientific communication? Explain.

Q.6). What type of health related problems tribal population of Jharkhand is facing today? Explain the role of media in solving these health related problems of tribal population of Jharkhand.

Q.7). Write a feature on Indian cricketer MS Dhoni for a national level newspaper.



ARKA JAIN University, Jharkhand

4TH Semester Final Examination – 2018-19

Subject : Research Methodology

Course: BA

Full Marks : 70

Pass Marks: 28

Time : 3 Hours

- 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)

- In the process of conducting research “Formulation of Hypothesis” is followed by
 - Statement of Objectives
 - Analysis of Data
 - Selection of Research Tools
 - Collection of Data
- The review of the related study is important while undertaking a research because
 - it avoids repetition or duplication
 - It helps in understanding the gaps
 - It helps the researcher not to draw illogical conclusions
 - All of the above
- The research is always –
 - verifying the old knowledge
 - exploring new knowledge
 - filling the gap between knowledge
 - all of these
- When a research problem is related to heterogeneous population, the most suitable sampling method is:
 - Cluster Sampling
 - Stratified Sampling
 - Convenient Sampling
 - Lottery Method
- What is a Research Design?
 - A way of conducting research that is not grounded in theory.
 - The choice between using qualitative or quantitative methods.
 - The style in which you present your research findings e.g. a graph.
 - A framework for every stage of the collection and analysis of data.
- The mean marks obtained by a class of 40 students is 65; The mean marks of half of the students is found to be 45. The mean marks of the remaining students is
 - 85
 - 60
 - 70
 - 65
- Read the following statements – one labelled as Assertion (A) and the other as Reason (R) :
Assertion (A) : Qualitative research in India has a long way to go to reach international standards.

Reason (R) : Because the funding agencies do not support qualitative research in academic institutions.

Find the correct answer from the codes given below :

- 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, but (R) is false.
 - d. Both (A) and (R) are false.
- viii. Identify the correct sequence of research steps :
- a. Selection of topic, review of literature, data collection, interpretation of findings
 - b. Review of literature, selection of topic, data collection, interpretation of findings
 - c. Selection of topic, data collection, review of literature, interpretation of findings
 - d. Selection of topic, review of literature, interpretation of findings, data collection
- ix. The value of correlation coefficient lies between:
- a. -1 to +1
 - b. 0 to 1
 - c. -1 to 0
 - d. 0 to infinity
- x. Coefficient of variation is calculated by:
- a. Standard Deviation
 - b. Mean
 - c. Both
 - d. None of these

B] Very Short question

- a) What is a Research problem?
- b) Differentiate between population and sample.
- c) Give an example of Semantic Differential Scale.
- d) What is tabulation?
- e) What is correlation?

(5x2=10)

PART B

Q2. Answer any four:

(4x5=20)

- i. Why there is need to study Research Methodology?
- ii. Differentiate between Descriptive Research and Analytical Research?
- iii. Why there is need to prepare a Research Design?
- iv. Differentiate between Questionnaire and Schedule.
- v. Draw a bar diagram to represent the following information:

Year:	2010	2011	2012	2013	2014	2015
No. of Women:	22	27	34	31	22	19

- vi. Calculate the mean for the following frequency distribution:

Marks:	0-10	10-20	20-30	30-40	40-50	50-60	60-70
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Number of students:	6	5	8	15	7	6	3
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PART C

(3x10=30)

Answer any three:

- Q.3) What are the steps involved in Research Process?
- Q.4) What is Sampling? Differentiate between Stratified Sampling and Cluster Sampling?
- Q.5) What is Measurement in Research? What are the different methods of Measurement scale?
- Q.6) Explain in detail Observation and Interview method of primary data collection.
- Q.7) Calculate Standard Deviation from the following set of data:
- | | | | | | |
|------------|-------|-------|-------|-------|-------|
| Age Group: | 60-65 | 65-70 | 70-75 | 75-80 | 80-85 |
| Frequency: | 7 | 5 | 6 | 4 | 3 |
- Q.8) Calculate Correlation Coefficient between expenditure on advertising and sales from the data given below:
- | | | | | | | | | | | |
|--------------|----|----|----|----|----|----|----|----|----|----|
| Advertising: | 39 | 65 | 62 | 90 | 82 | 75 | 25 | 98 | 36 | 78 |
| Expenditure | | | | | | | | | | |
| Sales: | 47 | 53 | 58 | 86 | 62 | 68 | 60 | 91 | 51 | 84 |



ARKA JAIN University, Jharkhand

4th Semester Final Examination – 2018-19

Subject : Marketing Management

Course: B.A.

Time : 3 Hours

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

Q1.) All questions are compulsory:-

A] Objective Answer Type

(10x1=10)

- Pilot marketing is also known as ____
 - Test marketing
 - Ghost marketing
 - commercialization
 - concept testing
-is the father of modern marketing.
 - Philip kotler
 - Abraham maslow
 - Luster wunderan
 - Peter drucker
- Wait & Watch strategy is used in ____ stage of PLC
 - Introduction
 - Pre-Introduction
 - withdrawal
 - Growth
- Which of the following is not an objective of promotion mix
 - Visibility
 - Huge market coverage
 - segmentaion
 - building brand image
- Tanishq uses ____ distribution network.
 - direct
 - indirect
 - sole selling agents
 - C&F agents



ARKA JAIN University, Jharkhand

4th Semester External Examination – 2019

Subject : Introduction to Broadcast Media

Course: BJMC

Full Marks : 60

Time : 3 Hours

Pass Marks: 24

- 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 **Two** questions are to be answered.

PART A

Q.1. (A) Multiple Choice Questions

10x1=10

- i) Which of the following shot is used to establish a scene?
a) Mid shot b) Wide shot c) Close up shot d) None
- ii) Journalist who reports from out station is called;
a) Freelancer b) Correspondent c) Reporter d) None
- iii) Vertical movement of camera is called;
a) Dollying b) Tilting c) Panning d) None
- iv) Which of the following is considered as blind medium?
a) Book b) TV c) Radio d) All
- v) 'TRP' stands for;
a) Telecast Reserve Point b) TV Rating Point c) TV Rating Programme d) None
- vi) Which of the following camera function helps you to control the amount of light?
a) White balance b) Focus c) Iris d) None
- vii) Investigative reporting helps a reporter to collect;
a) General information b) Concealed information c) Verbal information d) None
- viii) Which of the following shot is normally used for PTC?
a) Close up shot b) Mid shot c) Long shot d) All
- ix) 'AIR' came into existence in the year;
a) 1935 b) 1946 c) 1936. d) None
- x) The written document of a audio visual story is called;
a) Storyboard b) Script c) Both d) None

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

(5x2=10)

- (a) Press Conference (b) News Anchor (c) Broadcast journalism
(d) Correspondent (e) Nose for News

PART B

Q.2) Answer any four of the following questions:

(4x5=20)

- i) Mention five common objectives of a broadcasting agency.
ii) Write five important characteristics of audio visual media.
iii) Explain 'Proximity and Timeliness'.
iv) Write down four limitations of radio media.
v) Write briefly about the growth of Television in India?
vi) Explain 6C's of broadcasting.

PART C

Answer any two of the following questions

2x10=20

- Q. 3)** Explain ownership pattern and control of broadcast media in India.
Q. 4) Define script. Explain different types of script.
Q. 5) Explain ten good qualities of a broadcast writer.
Q. 6) Explain five important principles for broadcast presentation.
Q. 7) What is television production? Discuss five important roles of a producer.