



**6<sup>th</sup> Semester End Term Examination: MAY- 2023.**

**Subject : Introduction to Communication Research**

**Course : BAJMC (H)**

**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 Twelve 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.
- Do not write anything except your Roll No. on the question paper.
- 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.**

**PART - A**

**Multiple Choice Questions**

[12x1=12]

1. i) Which of the following helps you to identify a good research problem?
- a) Theoretical knowledge
  - b) Subject command
  - c) Literature Review
  - d) All
- ii) Which one of the following falls under primary data?
- a) Newspaper
  - b) Book
  - c) Published dissertation
  - d) None
- iii) ----- is a process of systematic inquiry that entails collection of data and documentation of critical information. Fill in the blank.
- a) Sampling
  - b) Research
  - c) Methodology
  - d) All
- iv) "Actually research is simply the process of arriving at dependable solutions to problems through the planned and systematic collections, analysis and interpretation of data." Who said this?
- a) Mouly
  - b) Neuman
  - c) Rusk
  - d) None



- v) Which of the following is not a source of secondary data?
- Books
  - Research Journal
  - Filled questionnaire
  - None
- vi) A conclusion drawn on the basis of evidence and reasoning is called;
- Conclusion
  - Suggestion
  - Inference
  - All
- vii) A set of developed assumptions about research problem is called;
- Research design
  - Literature review
  - Research hypothesis
  - None of these
- viii) Researcher follows a technique to narrow down the study area is called;
- Delimitation
  - Sampling
  - Conclusion
  - None
- ix) Which one of the following falls under the category of research development?
- Descriptive Research
  - Philosophical Research
  - Action Research
  - All of the above
- x) A compiled research findings is generally termed as;
- Research report
  - Research findings
  - Book
  - None
- xi) Action research deals with;
- Immediate problem
  - Long term problem
  - Historical problem
  - All
- xii) Data basically divided into -----type;
- Two
  - Three
  - Four
  - Six

**PART - B**

[4x7=28]

**Answer any FOUR out of SIX**

- Define media research. Write five characteristics of descriptive research.
- What is primary data? Write four difference between primary and secondary data.
- What is literature review? Explain why it is important for doing research?
- What is action research? Mention four purpose of conducting action research.
- What is plagiarism? Write four point how to avoid plagiarism.
- What is questionnaire? Write three difference between questionnaire and schedule.

**PART - C**

[2x15=30]

**Answer any TWO out of FOUR**

- Explain quantitative and qualitative research approach with examples.
- Define sampling. Discuss in detail all the probability and non-probability sampling with example.
- What is survey design? Write seven significant merits and demerits of survey design.
- What is content analysis in research? Why statistics is important for data analysis?





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**6<sup>TH</sup> Semester End Term Examination: MAY- 2023.**

**Subject : Television Production**  
**Course : BA.JMC [Hons]**  
**Full Marks : 60**

**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.
- Do not write anything except your Roll No. on the question paper.
- 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.

**PART - A**

**[10x1=10]**

**Multiple Choice Questions**

1. i) All the light and the image that comes into the camera is handled by?  
a) Play button  
b) Receptacle  
c) Lens assembly  
d) Built in flash
- ii) The general method of color balancing is sometimes also termed as;  
a) Neutral balance  
b) Gray balance  
c) White balance  
d) All of these
- iii) Who among the following is/are referred to as talents in television Programme production?  
a) Contestant  
b) News Anchor  
c) Actor  
d) All of these
- iv) Costs such as producer's fee, casting actors, hiring crews are included in;  
a) Dubbing  
b) Post production cost  
c) Production Budget  
d) Director's fee
- v) Setting up a light and bouncing it off a reflector during television production will create;  
a) Soft Light  
b) Hard light  
c) Back light  
d) None of these



- vi) Which among the following is/are the part of pre-production phase of television programme production?
- Research
  - Idea generation
  - Both (a) and (b)
  - None of these
- vii) Infomercial is form of advertisement;
- That lasts longer than a regular advertisement
  - That is always shorter than a regular advertisement
  - Both (a) and (b)
  - None of these
- viii) Choose the correct statement about Lens hood in a video camera used for television pogramme production;
- Lens hood keeps stray light from hitting the lens surface
  - It blocks the entire color source
  - It is helps in increasing the len's scratches
  - It is often not mounted on the front end of the lens
- ix) A break in television programme transmission during which an advertisements is shown is termed as;
- Teaser
  - News bumper
  - News Bulletin
  - Commercial break
  - Sitcom is a;
  - Commercial break
  - Infomercial
  - Horror television programme
  - Funny television programme

PART - B

[4x5=20]

Answer any FOUR out of SIX

- Differentiate between 'Hard news' and 'Soft news'
- What do you mean by Media violence? How violence shown on television affects the children?
- What do you mean by World Television Standards? Write about any three video standards used in various parts of the world.
- Differentiate between 'Panel Discussion' and 'Tv Interview'.
- Write about different camera movements.
- What do you mean by Colour Balance? Why colour balance is important?

PART - C

[2x15=30]

Answer any TWO out of FOUR

- Explain the roles of different team members involved in post-production for a television programme.
- Explain various types of video shots used in television programme production
- Explain the roles of a good television journalist.
- Explain the role of each light used in three point lighting setup.