

CO1	It will enhance students' communication skills.
CO2	It will help students to write in Hindi correctly.
CO3	It will help students to learn different words in Hindi for effective writing.
CO4	Knowledge of Hindi grammar will help students to write/speak correctly.
CO5	Students will be able to participate in Hindi debates/extempore related to current topics

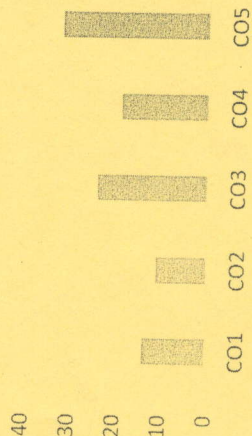
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand

NAAC GRADE A
ACCREDITED UNIVERSITY

END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (JMC/ENG/FD) Hons.
Subject Name	Hindi
Semester	I
Year	January, 2025

Time: 3 Hour Max. Marks : 70

- Start writing from 2nd page onwards; don't Write on the 1st Page Backside
- Answer all Questions of Section A (Compulsory)
- Answer Any Four out of Six of Section B
- Answer Any Two out of Four of Section C
- Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will comes under Unfair Means and will Result in the Cancellation of the Papers.

Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

Q. No	QUESTIONS	Marks	COs	KL
i	भाषा का मुख्य उद्देश्य क्या है?	01	CO2	K1
ii	भाषाई विविधता किसे कहते हैं?	01	CO2	K1
iii	भाषा किस प्रकार सामाजिक एकता और विभाजन का माध्यम बन सकती है?	01	CO2	K1
iv	प्रयोजनमूलक हिंदी की उपयोगिता क्या है?	01	CO1	K1
v	व्यावसायिक संचार में प्रयोजनमूलक हिंदी क्यों जरूरी है?	01	CO3	K1
vi	रेडियो की भाषा कैसे भिन्न है?	01	CO2	K1
vii	विज्ञापन किसे कहते हैं?	01	CO2	K1
viii	संयुक्त वाक्य क्या है?	01	CO3	K1
ix	आपका नाम क्या है? इस वाक्य का प्रकार बताइए।	01	CO3	K1
x	रचना के आधार पर वाक्य के कितने प्रकार होते हैं?	01	CO1	K1
xi	भारत के शिक्षा तंत्र में हिंदी का क्या स्थान है?	01	CO4	K1
xii	आम का पर्यायवाची शब्द क्या है?	01	CO5	K1

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	रेडियो पर उपयोग की जाने वाली भाषा की विशेषताएँ क्या होती हैं?	07	CO3	K2
3	हिंदी गद्य का विकास कब और कैसे हुआ?	07	CO3	K2
4	समास किसे कहते हैं? अव्यय के प्रकार को समझा कर लिखें।	07	CO2	K2
5	‘गद्य’ पर अपनी टिप्पणी लिखें।	07	CO3	K2
6	मुंशी प्रेमचंद का गद्य साहित्य में क्या योगदान है?	07	CO1	K2
7	हिंदी भाषा ने रेडियो के माध्यम से कैसे प्रगति की?	07	CO5	K2

Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
8	सोशल मीडिया बच्चों और युवाओं पर किस प्रकार प्रभाव डालता है? उदाहरण दें।	15	CO3	K3
9	छायावाद, रीतिकाल, और भक्तिकाल साहित्यिक युगों पर चर्चा कीजिये।	15	CO5	K3
10	हिंदी भाषा के विकास में इंटरनेट और डिजिटल प्लेटफॉर्म की क्या भूमिका है? विस्तार से मंतव्य करें।	15	CO4	K3
11	दो दिनों की छुट्टी के लिए एक आवेदन पत्र लिखिए।	15	CO2	K3

	ARKA JAIN University Jharkhand			END SEM EXAMINATION School of Humanities	
Program	Bachelor of Arts (Journalism and Mass Communication Hons.)			Semester I	
Subject Name	Introduction to Mass Communication			Year	January, 2025
Time: 3 Hour Max. Marks : 70	• Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> • Answer all Questions of Section A (Compulsory) • Answer Any Four out of Six of Section B • Answer Any Two out of Four of Section C • Possession of Mobile Phones or any kind of <u>Written Material</u>, <u>Arguments with the Invigilator</u> or <u>Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u>				
Knowledge Level (KL)	K1 : Remembering	K3 : Applying		K5 : Evaluating	
	K2 : Understanding	K4 : Analysing		K6 : Creating	

Q. N1	Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks			Marks	COs	KL
	QUESTIONS					
i	Communism means which of the following? a) To Share b) To Teach c) To Explain d) None of these			01	CO1	KL1
ii	Which of the following is not a part of body language? a) Gestures b) Appearance c) Facial Expression d) None of these			01	CO2	KL2
iii	Select the odd one out: a) OTT b) Live Streaming c) Nukkad Natak d) None of these			01	CO2	KL3
iv	Which of the following is not a type of new media? a) Pamphlet b) USB c) DVDs d) None of these			01	CO2	KL3
v	Which of the following is a type of communication barrier? a) Gender b) Paper c) Radio d) None of these			01	CO3	KL3
vi	In which of following year the two step flow theory was introduced? a) 1944 b) 1950 c) 1954 d) None of these			01	CO4	KL3
vii	Who among the following coined the word gate keeping? a) Kurt Lewin b) Donald New c) David Mute White d) None of these			01	CO2	KL4

viii	Whom among the following proposed the spiral of silence? a) Elisabeth Neumann-Coelle b) Elisabeth c) Elizabeth Noelle-Neumann d) None of these	01	CO3	KL5
ix	Which among the following is a form of traditional media? a) Cinema b) Magazine c) Motifs and Symbols d) None of these	01	CO3	KL3
x	Select the odd one out: a) Television b) Radio c) Telegram d) None of these	01	CO5	KL1
xi	Which of the following is not a type of opinion leader? a) Polymorphic b) Monomorphic c) Olymorphic d) None of these	01	CO4	KL2
xii	Which of the following is not a type of communication barrier? a) Technical b) Jargons c) Personal Interests d) None of these	01	CO2	KL3
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Briefly explain the Osgood's model of communication.	07	CO3	KL2
3	What are the objectives of communication, explain briefly.	07	CO1	KL1
4	Define advertising and Public Relations in brief.	07	CO5	KL4
5	Briefly explain semantics and the barriers caused by semantics.	07	CO1	KL2
6	Write any three merits and demerits of Westley and MacLean's model of communication	07	CO4	KL1
7	What are organizational barriers, explain in brief?	07	CO3	KL3
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain in detail the normative theories of communication?	15	CO1	KL5
9	Explain the process of communication in detail, with the help of diagram.	15	CO5	KL6
10	What is the role of media in democracy? Explain in detail.	15	CO2	KL5

11	Define upward communication. Discuss the pros and cons of upward communication in detail.	15	CO3	KL4
----	---	----	-----	-----

CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

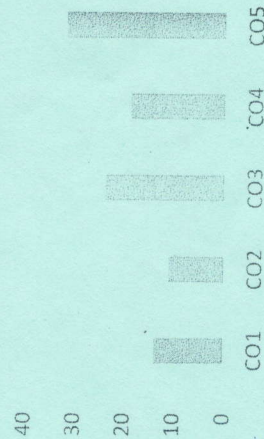
Course Outcomes	CO1	Learn about Mass Communication process.
	CO2	Understand the types and functions of Communication.
	CO3	Learn the types of barriers of Communication.
	CO4	Explain various models of Communication.
	CO5	Understand various Theories of Communication.
GRAPHICAL REPRESENTATION		

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



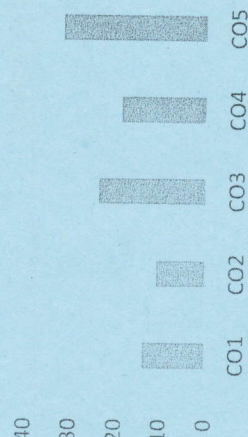
CO1	It will enhance students' communication skills.
CO2	It will help students to write in Hindi correctly.
CO3	It will help students to learn different words in Hindi for effective writing.
CO4	Knowledge of Hindi grammar will help students to write/speak correctly.
CO5	Students will be able to participate in Hindi debates/extempore related to current topics

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (Journalism and Mass Communication Hons.)		
Subject Name	News Reporting and Writing		Semester I
			Year January, 2025
Time: 3 Hour Max. Marks : 60	- Start writing from 2nd page onwards; don't Write on the 1st Page Backside - Answer all Questions of Section A (Compulsory) - Answer Any Four out of Six of Section B - Answer Any Two out of Four of Section C - 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.		
	Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q. No	QUESTIONS	Marks	COs	KL
i	Choose the correct statement related to proof reading in newspaper; a) It must go against the publication's policy b) Checking facts and stories to ensure they are inaccurate c) Both (a) and (b) d) None	01	CO4	K5
ii	News stories, articles, features coming to a newspaper's newsroom is called; a) Style sheet c) Copy b) News beats d) Headline	01	CO3	K1
iii	Criminal acts, natural calamities and accidents are the examples of; a) Unexpected news c) Both (a) and (b) b) Expected news d) None of the above	01	CO1	K4
iv	Few lines of text used to elaborate and explain a published photographs in newspaper is called; a) Headline c) News beat b) Inverted pyramid d) Cutline	01	CO5	K2
v	Photographs, logos, maps, text and other informational items are the parts of; a) Caption c) Nose for news b) Headline d) Display ads	01	CO5	K3

Q. No.	QUESTIONS	Marks	COs	KL
2	What do you mean by Press release? What is the use of press release for a journalist?	05	CO1	K2
3	What do you mean by style sheet? What is the importance of a style sheet in a newspaper?	05	CO4	K4
4	In which ways Computer applications help a journalist for working on a news story?	05	CO3	K5
5	What do you mean by news agency? What are the functions of news agency?	05	CO1	K3
6	Write about any two types of news paper format with one example of each.	05	CO6	K1
7	What is inverted pyramid style of news writing and what are its usage in news writing.	05	CO3	K2

Section B (Answer any FOUR out of SIX) – 20 Marks
(Each question Carry 5 Marks)

vi Which among the following point is a related to professional standards of press reporter?
a) Distorting of facts that would stand up in a court of law
b) Must adopt strict standards of fairness and accuracy of facts
c) Accepting gifts, favors or compensation from those who might seek to influence the coverage
d) All of these

vii Full stops, Commas, exclamation marks and question marks are used to write;
a) Quotes
b) Questions
c) Both (a) and (b)
d) None of the above

viii In news story 'Byline' focuses on;
a) Caption of photograph
b) News beat of a journalist
c) Who wrote the news story
d) All of the above

ix Information gathering for a news story by a journalist can be done through;
a) Observation
b) Interviewing
c) Only (b)
d) Both (a) and (b)

x The word 'News' is derived from the Latin word 'Nova' meaning;
a) Fake
b) Old
c) Biased
d) New

Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

8 Explain different types of news values with examples.

9 What are the uses of photographs in a newspaper? What precautions should be taken while choosing a photograph for a news story?

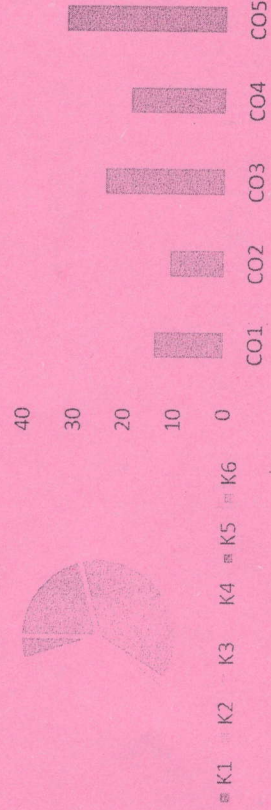
10 Explain different types of advertisements in newspaper.

11 Write a news article on any one current environmental issue in an inverted pyramid style of news writing.

CO1	Develop the skills and knowledge to excel in their professional career in Visual Communication and related disciplines
CO2	Understand sign Languages, Symbolism and silent form of communication.
CO3	Learn different software to develop visual design.
CO4	Learn to communicate through theatre and performing art.
CO5	Understand the utility of contents and color combination for different communication

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



ARKA JAIN University
Jharkhand

NAAC
GRADE A

END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (Journalism and Mass Communication Hons.)	
Subject Name	Visual Communication	Semester I
		Year January, 2025

Time: 3 Hour Max. Marks : 60	- Start writing from 2nd page onwards; don't Write on the 1st Page Backside - Answer all Questions of Section A (Compulsory) - Answer Any Four out of Six of Section B - Answer Any Two out of Four of Section C - Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation</u> of the Papers.
---------------------------------	--

Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q. N	QUESTIONS	Marks	COs	KL
i	Visual Communication is? a. Verbal Communication Communication c. Non-Verbal Communication d. None	01	CO1	K1
ii	Which of the following is not a part of Performing art? a. Theatre b. Dance c. Puppetry d. None	01	CO1	K1
iii	Which one of the following are not Elements of Visual communication. a. Colour b. Typography c. Shapes d. None	01	CO1	K1
iv	DPI stands for. a. Dots per inch b. Dot per inch c. Double per inch d. Display per inch	01	CO3	K1
v	Photoshop file format extension is. a. psd b. gif c. png d. None of these	01	CO4	K1
vi	The World celebrates Theatre Day as announce by UNESCO on a. 14th November b. 27th March c. 23rd March d. 31st October	01	CO2	K1
vii	The Goal of a visual design is to			

	a. Convey the code c. Convey the idea and info	b. Convey the Message d. Design a news paper	01	CO1	K2
viii	Sign Language isof Visual Communication. a. Element c. Process Multimedia Includes a. Image c. Text	b. Definition d. Technique b. Drawing All of the above	01	CO2	K1
ix	Match the following 1 AIDA 2 Multimedia 3 Similarity 4 Lines	a Types b Concept c Elements d Theory	01	CO1	K1
x	a. 1b, 2a, 3d, 4c c. 1d, 2a, 3b, 4c	b. 1a, 2c, 3b, 4d d. 1b, 2c, 3b, 4a	01	CO1	K1
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)					
Q. No.	QUESTIONS		Marks	COs	KL
2	What are the Techniques of Visual Communication? Explain 5 techniques with examples.		05	CO1	K2
3	What is Musical Theatre? Explain		05	CO2	K3
4	Which technique of visual Communication shows human emotions more than other techniques and why?		05	CO2	K2
5	Explain Non-Verbal Communication, Why it is most important?		05	CO1	K1
6	What is the concept of Visual communication?		05	CO1	K2
7	What are the difference between illusion and perception? Explain with an example.		05	CO4	K1
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)					
Q. No.	QUESTIONS		Marks	COs	KL
8	Explain Gestalt's Theory? Define the Principles with example.		15	CO1	K1
9	How Visual communication will help you to build your career in Graphic design in creative industry. Write on your own words.		15	CO2	K2

10	Explain the types of Visual Communication? With a suitable example.	15	CO1	K4
11	What are the Element of Visual Design? Explain 5 Important elements of Visual design with a suitable example.	15	CO1	K1