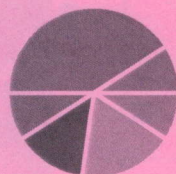


Course Outcomes	CO1	Understand the historical background of different media.
	CO2	Know about the origin and growth of broadcast media.
	CO3	Understand the growth of internet and social media.
	CO4	Know about the origin and growth of Print Media
	CO5	Know about origin and growth of Cinema and Documentary Films

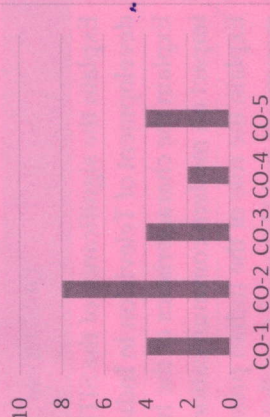
GRAPHICAL REPRESENTATION

Bloom's level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome wise Marks Distribution



Program	Bachelor of Arts (Journalism and Mass Communication Hons.)		
Subject Name	History of Mass Media	Session	Even, 2024-2025
Semester	II	Year	June, 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 <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator</u> or <u>Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u>		
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 xii) – 12 Marks

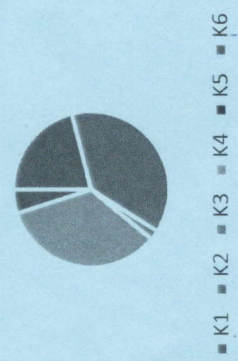
Q. N o. 1	QUESTIONS	Marks	COs	KL
i	Who is considered the Father of Indian Journalism? (a) Mahatma Gandhi (b) James Augustus Hickey (c) Raja Ram Mohan Roy (d) Bal Gangadhar Tilak	01	CO1	K1
ii	Which was the first newspaper published in India? (a) The Hindu (b) Bengal Gazette (c) The Times of India (d) Hindustan Times	01	CO4	K1
iii	What was the original name of All India Radio? (a) Hindustan Radio (b) Indian Broadcasting Company (c) Bharat Radio (d) National Radio	01	CO2	K1
iv	Which major change in radio broadcasting happened in the liberalized era? (a) Introduction of community radio (b) Ban on private radio stations (c) Nationalization of radio channels (d) Closure of all FM stations	01	CO2	K3
v	When was television first introduced in India? (a) 1959 (b) 1965	01	CO1	K1

vi	(c) 1972 Mahatma Gandhi was associated with which of the following newspapers? (a) Harijan (c) Indian Opinion	(d) 1980 01	CO2	K2
vii	Which committee recommended the expansion of Indian television networks? (a) Joshi Working Group (b) Press Council of India (c) Verghese Committee (d) Sarkaria Commission	01	CO2	K1
viii	What was the name of the first silent Indian film? (a) Mother India (c) Raja Harishchandra	01	CO5	K1
ix	When was the Internet first introduced in India? (a) 1991 (c) 2000	01	CO3	K1
x	What is the major impact of social media on journalism? (a) Decline of print journalism (b) Faster news dissemination and citizen journalism (c) Ban on traditional newspapers (d) No impact on journalism	01	CO3	K4
xi	What does "DTH" stand for in television broadcasting? (a) Direct-to-Home (b) Digital Terrestrial Hosting (c) Direct Transmission Hub (d) Digital-to-Home	01	CO2	K1
xii	What was the main theme of parallel cinema in India? (a) Commercial entertainment (b) Social realism and artistic storytelling (c) Science fiction (d) Religious themes	01	CO5	K5
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 7 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Write about the early efforts to publish newspapers in India and their impact on society.	07	CO1	K3

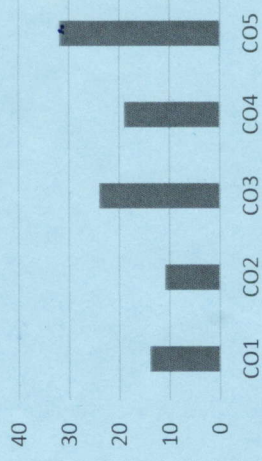
3	Write about the impact of cable, satellite television and DTH services on Indian media consumption.	07	CO2	K1
4	Write about the impact of transition from silent films to talkies on Indian cinema.	07	CO5	K4
5	Write about parallel cinema. Give two examples of parallel cinema.	07	CO5	K6
6	Write about Indian language press and its impact on freedom movement.	07	CO4	K4
7	Write about the effect of evolution of social media on communication in society.	07	CO3	K5
Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the significance of the SITE experiment in the development of Television in India.	15	CO2	K2
9	Explain the characteristics of the Internet and its impact on modern communication.	15	CO3	K4
10	Explain the role of the Indian press in the freedom movement and Mahatma Gandhi's contributions to journalism.	15	CO1	K5
11	Explain the development of radio broadcasting in India after independence.	15	CO2	K6

CO- Course Outcomes,		KL- Knowledge Level,	PO – Program Outcome
Course Outcomes	CO1	Have an understanding of various traditional folk media types, scope, usage and applications.	
	CO2	Develop an understanding of how communication takes place through various traditional folk media forms.	
	CO3	Explain cultural communication and its importance to rural India.	
	CO4	Use traditional folk media for development communication.	
	CO5	Define indigenous participatory communication approach.	
GRAPHICAL REPRESENTATION			

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



ARKA JAIN University Jharkhand NAAC GRADE A ACCREDITED UNIVERSITY	[25-06-2025] END SEM EXAMINATION School of Humanities	
	Program	Bachelor of Arts (Journalism & Mass Communication Hons.)
	Subject Name	Traditional Folk Media
	Semester	II
Time: 3 Hour Max. Marks : 70		Session Even, 2024-2025 Year June, 2025
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, <u>Arguments with the Invigilator or Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.		
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks				
Q. N	QUESTIONS	Marks	COs	KL
i	Which one is the traditional mode of mass communication? a. Newspaper c. Radio b. Television d. Internet	01	CO2	K5
ii	Jatra is a traditional theatre form of which of the following states of India? a. West Bengal c. Maharashtra b. Andhra Pradesh d. Bihar	01	CO1	K6
iii	What is the primary advantage of traditional folk media over mainstream media according to the text? a. It is more glamorous and impersonal b. It has a greater level of intimacy with the general public c. It is more believable and glamorous d. It is more distant from the general public	01	CO3	K3
iv	Which of the following is NOT a form of traditional folk media? a. Storytelling c. Television b. Puppetry d. Folk songs	01	CO1	K2
v	Which of the following is a popular folk theatre form from Maharashtra? a. Yakshagana b. Tamasha	01	CO1	K3

c. Kathakali		d. Burrakatha			
vi	Traditional Media is also known as _____. a. New media b. Mass media c. Obsolete media d. Internet media	01	CO1	K6	
vii	Traditional media should expand its collaboration with new media based on mutual respect, trust, equality and _____. a. Only with approach b. Only lose approach c. Lose win approach d. Win-win approach	01	CO4	K3	
viii	Examples of traditional educational folk media in India are a. Jatra b. Burra katha c. Bidesia d. All the above	01	CO1	K6	
ix	Kathputli is famous in which state? a. Punjab b. Rajasthan c. Goa d. Jharkhand	01	CO3	K6	
x	The folk and traditional media have unlimited reach. a. True b. False	01	CO3	K5	
xi	Folk and traditional media are the oldest tools of development in societies at various levels of progress. a. True b. False	01	CO2	K5	
xii	Which of the following is a famous folk dance form of Jharkhand? a. Burra katha b. Bhangra c. Chhau d. None	01	CO1	K6	
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
2	How do we communicate through traditional folk media? Describe with an example.	07	CO2	K2	
3	What is the future of traditional folk media in a digital era?	07	CO3	K3	
4	Describe two Jharkhand traditional folk media.	07	CO1	K3	
5	What are the differences between digital media and traditional folk media?	07	CO4	K5	
6	What are the different types of Puppetry shows?	07	CO1	K6	
7	What do you mean by traditional folk media?	07	CO1	K3	

Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	How is traditional folk media used in different fields such as education, politics, and health awareness?	15	CO4	K5
9	Describe the brief history and growth of traditional media in India.	15	CO2	K6
10	What are the traditional folk forms in rural India?	15	CO3	K2
11	What are the characteristics of traditional media? Describe the advantages and disadvantages of traditional folk media.	15	CO1	K3

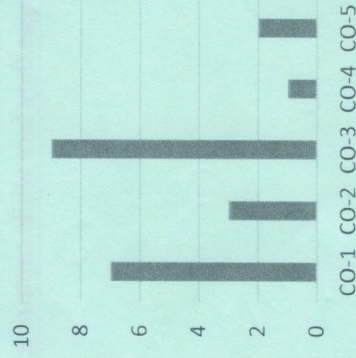
Course Outcomes	CO1	Understand the concept of photography.
	CO2	Understand the concept and importance of photo journalism.
	CO3	Identify the types of camera and its composition
	CO4	Write and edit captions for photographs.
	CO5	Identify the shots and camera movement and apply as when required.

GRAPHICAL REPRESENTATION

Bloom's level wise Marks Distribution



Course Outcome wise Marks Distribution


ARKA JAIN
University
 Jharkhand

 [23-07-2025]
END SEM EXAMINATION
 School of Humanities

Program	Bachelor of Arts (Journalism and Mass Communication Hons.)		
Subject Name	Introduction to Photography	Session	Even, 2024-2025
Semester	II	Year	June, 2025
- 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 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 of the Papers.</u>			
Time: 3 Hour Max. Marks : 60			
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. No	QUESTIONS	Marks	COs	KL
i	Which of the following is NOT a type of photography? a) Portrait photography b) Landscape photography c) Chemical photography d) Wildlife photography	01	CO1	KL1
ii	The word "photography" is derived from which language? a) Latin b) Greek c) French d) German	01	CO1	KL1
iii	What does the term "still photography" refer to? a) A photograph taken with a slow shutter speed b) A photo of a moving object c) Non-moving, static images d) A video frame converted into a picture	01	CO1	KL2
iv	Which of these is NOT a type of camera? a) DSLR b) Mirrorless c) Telescope d) Point-and-shoot	01	CO3	KL1
v	What does ISO in photography measure? a) Image size b) Light sensitivity c) Shutter speed d) Aperture size	01	CO3	KL2
vi	What does f-stop control? a) The depth of field b) The shutter speed c) The image resolution d) The ISO setting	01	CO3	KL3

vii	Which part of the camera is responsible for focusing light onto the sensor? a) Lens c) Shutter b) Viewfinder d) Aperture	01	CO3	KL1
viii	Which camera setting affects motion blur the most? a) ISO c) Shutter speed b) Aperture d) White balance	01	CO2	KL1
ix	A close-up shot focuses on: a) A person's face or small details b) The entire scene c) The background elements d) The sky and horizon	01	CO1	KL1
x	A photojournalist's primary goal is to: a) Capture visually stunning images b) Tell a story through images c) Make artistic photographs d) Alter images to enhance reality	01	CO2	KL1
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL

2	What is the basic concept of photography?	05	CO1	KL1
3	What is the difference between a DSLR and a mirrorless camera?	05	CO3	KL1
4	What does the aperture setting on a camera control? Explain its impact on exposure.	05	CO3	KL2
5	List and describe the primary parts of a still camera.	05	CO3	KL1
6	Explain how to adjust ISO, aperture, and shutter speed to achieve the correct exposure for a photograph.	05	CO3	KL3
7	What is the "rule of thirds," and how does it affect the composition of an image?	05	CO1	KL2

Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the importance of composition in photography. Explain the different techniques used to enhance the composition of an image, such as the rule of thirds, leading lines, and framing. Provide examples of how each technique is applied in practice.	15	CO1	KL2 KL3

9	Discuss the key factors that affect the exposure of a photograph, such as ISO, aperture, and shutter speed. Explain how these factors interact to create the correct exposure, and provide examples of how changing each setting affects the final image	15	CO3	KL3 KL4
10	What are the basic photo editing techniques used to enhance a photograph? Discuss the role of tools like contrast adjustment, cropping, hue, saturation, and sharpening. How can these techniques improve the visual impact of an image?	15	CO4	KL3 KL4
11	What are the core principles of photojournalism? Explain how photojournalists maintain objectivity and truthfulness in their work, and discuss the ethical challenges they face while capturing sensitive events.	15	CO2	KL2 KL5

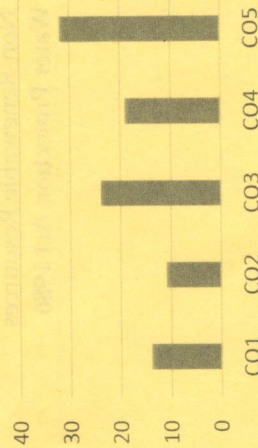
CO1	Concept clarification about the components of the environment and their interrelatedness
CO2	Understanding of all the resources available and their origin and the ways to conserve them for a sustainable future
CO3	To evaluate the environment and various species present and their importance and ways to conserve biodiversity.
CO4	To construct and evaluate ways of managing solid waste and safe disposal techniques.
CO5	To understand various measures undertaken by the Government and laws related to the protection of the environment.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[27-06-2025]
END SEM EXAMINATION
School of Humanities

Program	Bachelor of Arts (English / JMC / Fashion Design Hons.)		
Subject Name	Environmental Studies	Session	Even, 2024-2025
Semester	II	Year	June, 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 <u>Four</u> out of Six of Section B • Answer Any <u>Two</u> out of Four of Section C • Possession of <u>Mobile Phones</u> or any kind of Written Material, <u>Arguments with the Invigilator</u> or <u>Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u>			
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.N	QUESTIONS	Marks	COs	KL
1				
i	Which of the following is a secondary pollutant a. Carbon Mono oxide c. Sulphur di oxide	01	CO1	K1
ii	Pyramid of Energy is a. Upright as well as inverted c. Neither upright nor inverted	01	CO1	K2
iii	Which among the following is not a greenhouse gas a. Methane c. Carbon mono oxide	01	CO1	K2
iv	The term Ecology was first proposed by a. E.P. Odum c. Madhav Gadgil	01	CO1	K1
v	The world Environment Day is celebrated every year on a. 5th August c. 5th January	01	CO5	K1
vi	Fossil Fuel are a. Renewable c. Exhaustible	01	CO3	K2

vii	Sustainable development includes a. Environmental development b. Economic development c. Social development d. All of the above	01	CO2	K2
viii	After Mining the huge holes are used for a. Waste Water Storage b. Waste Storage c. Waste and Water Storage d. Water storage	01	CO4	K4
ix	Mercury and Lead are toxic elements that cause a. Air Pollution b. Water Pollution c. Land Contamination d. Noise Pollution	01	CO4	K3
x	What is the other word for Landscaping a. Reduction b. Restoration c. Removing Top soil d. Restore	01	CO3	K2
xi	The natural place of an organism or community is known as a. Niche b. Habitat c. Habit d. Biome	01	CO2	K2
xii	Which is the renewable, exhaustible, natural energy source a. Coal b. Petroleum c. Kerosene d. Biomass	01	CO2	K3

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Give a brief account of sustainable energy resources with examples.	07	CO2	K1
3	What is in-situ and ex-situ conservation? Write one example of each.	07	CO2	K2
4	Discuss scope and importance of Environmental Studies.	07	CO1	K2
5	What is Nuclear energy? Explain the advantages and limitations of Nuclear energy.	07	CO4	K1
6	What is sustainable development? What is the 3R policy of sustainable development?	07	CO2	K3
7	Explain an Aquatic ecosystem with help of a well labelled diagram.	07	CO5	K4

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

Q. No.	QUESTIONS	Marks	COs	KL
8	What is an Ecosystem? Define Forest ecosystem in details.	15	CO1	K2
9	What do you understand by population growth? Write the environment problems related to population growth.	15	CO2	K3
10	What is Environment Protection Act? State the postulates of EPA.	15	CO3	K3
11	Write short notes on a. Ecological Pyramid of Biomass b. Fossil Fuel c. Food Chain d. Non-Renewable Resources e. Water Protection Act 1986	15	CO4	K1