



**6TH Semester End Term Examination: 2021-22.**

**Subject : Television Production**      **Roll No: .....**  
**Course : B.A. JMC (H)**  
**Full Marks : 60**      **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 10 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.
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**PART - A**

**Multiple Choice Questions**

[10x1=10]

1. A multi-camera television show is
  - a. Any television show using more than one camera
  - b. Any television programme using more than two camera
  - c. Any live television programme using more than two camera
  - d. Any television show using more than three camera
  
2. A shooting arrangement in which camera has to be changed continuously to show different angle Scenes is;
  - a. Multi camera production
  - b. Sound recording
  - c. Single camera production
  - d. Dubbing
  
3. The frame is divided into three parts, both horizontally and vertically under;
  - a. Pan
  - b. Rule of third
  - c) Tilt
  - d) Zoom in



4. A part of the camera that protects the lens from possible damages is;
  - a. Focus ring
  - b. Lens cap
  - c. Light shoe
  - d. View finder
5. A news rundown is
  - a. The time slot for a news bulletin
  - b. The anchor links for a news bulletin
  - c. The list of news stories for a bulletin in preferred order with duration
  - d. The list of bites required during a live news bulletin
6. ENG stands for
  - a. Electronic News Generation
  - b. Electronic News Gathering
  - c. Essential News Gathering
  - d. Effective News Generation
7. PTC or P2C is
  - a. The introduction to a news story read by the anchor
  - b. The ending of a news story where the reporter gives a conclusion on the camera
  - c. The Promo video for a specific news story
  - d. None of the above
8. Full form of HDTV is;
  - a. High data Television
  - b. High digital Television
  - c. High definition Television
  - d. Huge digital Television
9. A device that scrolls the text in front of the camera for the anchor to read is
  - a. Tele-reader
  - b. Tele-viewer
  - c. Tele Prompter
  - d. Scroller
10. In television production 'idea generation and researching' is a part of;
  - a. Post production phase
  - b. Pre-production phase
  - c. Production phase
  - d. None

**PART B**

**ANSWER ANY FOUR OUT OF SIX (5x4=20)**

1. What do you mean by Television production? Explain Post Production phase?
2. What is Virtual Reality Set? What is the use of Virtual Reality sets in Television production?
3. Write about Digital Television and High definition television.
4. What do you mean by Two-shot, three-shot & Group shot?

5. What is camera movement? What is the importance of camera movement in shooting?
6. What are the purposes of preplanning in production?

**PART C**

**Answer any TWO out of FOUR : (2x15=30)**

1. What is shooting schedule and why it is important in television production?
2. Explain the role of each light involved in three point lighting setup.
3. What are the basic camera movements used in video shooting? Explain
4. How violence shown on television effects on children?





**6<sup>th</sup> Semester End Term Examination: 2021-22.**

**Subject : Public Relations**  
**Course : BA JMC [HONS.]**  
**Full Marks : 70**  
**Roll No: .....**  
**Time : 3 Hours.**

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**PART - A**

**Multiple Choice Questions**

[12x1=12]

1. What are the two major components of reputation?  
a) Perception and Reality  
b) Image and Perception  
c) Reality and Image  
d) None
2. What is 'A' in RACE is ?  
a) Active Plan  
b) Acting Plan  
c) Action Plan  
d) None
3. Which of the following component is not an element of corporate identity?  
a) Symbols  
b) Behavior  
c) Communications  
d) None
4. Which of the following is not a type of public?  
a) Aware  
b) Active  
c) Latent  
d) None



PART - B

Answer any FOUR out of SIX

[4x7=28]

1. What is lobbying? Explain in brief with suitable examples.
2. Write a short note on government relations.
3. Briefly explain any two models of public relations.
4. Write a short note on crisis communication, with suitable example.
5. Write any four differences between marketing communications and corporate communications.
6. Write a short note on reputation management with suitable examples.

PART-C

Answer any TWO out of FOUR

[2x15=30]

1. Explain in detail the relationship between CSR and PR.
2. Explain in detail the different steps involved in organizing a press conference.
3. Explain the steps involved in the planning and production of in-house journal.
4. How to write an effective press journal? Explain any ten points in detail.

5. Which of the following is not a type of corporate identity?

- a) Monolithic
- b) Branded
- c) Endorsed
- d) None

6. Who among the following defined the four types of Publics?

- a) Grunig and Haunt
- b) Gurung and Hamat
- c) Haunt and Gurung
- d) None

7. Annual reports, printed literature are part of which of the following?

- a) Internal Media
- b) Both
- c) External Media
- d) None

8. Which of the following is not accountable for the corporate communication?

- a) Public Relations
- b) Marketing Communications
- c) Both
- d) None

9. Which of the following is not included in internal communication?

- a) Newsletters
- b) Regular meetings with employees
- c) Get together
- d) None

10. Which of the following is not an element of reputation?

- a) Images
- b) Personality
- c) Identity
- d) None

11. When employees are communicating amongst themselves, it falls under which of following?

- a) Horizontal Communication
- b) Vertical Communication
- c) Both
- d) None

12. Training and Induction programs fall under which of category of communication?

- a) Downward Communication
- b) Vertical Communication
- c) Both
- d) None





**6<sup>TH</sup> Semester End Term Examination: 2021-22.**

**Subject : Advance Macro Economics      Roll No: .....**  
**Course : B.A. ECONOMICS (H)**  
**Full Marks : 70                                      Time : 3 Hours.**

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**PART - A**

**Multiple Choice Questions**

**[12x1=12]**

1. The lower point in the business cycle is referred to as the:  
a. Expansion      b. Boom      c. Depression      d. None
2. From which branch of Economics Income and Employment theory is derived?  
a. Microeconomics      b. Macroeconomics      c. Indian Economy      d. None
3. Which of the following marks the full employment in the business cycle?  
a. Recession      b. Depression      c. Peak      d. None
4. Identify the phases of Business Cycle?  
a. Four      b. Five      c. Two      d. Three
5. Schumpeter Theory of trade cycle was based on?  
a. Innovation      c. Should remain same  
b. No Changes      d. None of the above
6. Equilibrium Means  
a. A state of rest      c. A state of balance  
b. Both of the above      d. None of the above



7. The types of equilibrium include
  - a. Static and Dynamic
  - b. Partial and General
  - c. Single and multiple
  - d. All of the above
8. What are the Causes of trade cycle?
  - a. Unexpected fluctuations
  - b. Cyclical fluctuations
  - c. Seasonal fluctuations
  - d. All of the Above
9. Methods of Controlling Trade Cycle are
  - a. Monetary and Fiscal policy
  - b. Automatic Stabilizer
  - c. Anti-cyclical Budgeting
  - d. All of the above
10. Which of the following is **not** the phase of trade cycle?
  - a. Depression
  - b. Prosperity
  - c. Contraction
  - d. Recovery
11. The Harrods model is based on which growth rates?
  - a. Actual growth rate
  - b. c) The natural growth rate
  - c. Warranted growth rate
  - d. All of the above
12. Domtar model is based on:
  - a. Investment increases productive capacity
  - b. Investment generated income
  - c. Both
  - d. None

PART B

**ANSWER ANY FOUR OUT OF SIX**

(4x7=28)

1. Give a brief description on IS-LM model?
2. Define monetary policy as controlling equipment?
3. Explain the Keynesian theory of trade cycle?
4. What is inflation? Write any five types of inflation?
5. What do you understand by economic growth? Discuss its importance?
6. Write the importance of advanced macroeconomics?

PART C

**ANSWER ANY TWO OUT OF FOUR:**

(2x15=30)

1. Define Harrod-Domar model of economic growth?
2. Explain Schumpeter theory of innovation?
3. What are the areas where there may arise a conflict while implementing fiscal and monetary Policy?
4. What is trade cycle write its types and phases of trade cycle?





**6<sup>th</sup> Semester End Term Examination: 2021-22.**

**Subject : Radio Programme Production**      **Roll No: .....**  
**Course : BA JMC [HONS.]**  
**Full Marks : 60**      **Time : 3 Hours.**

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**PART - A**

**Multiple Choice Questions**

[10x1=10]

1. Who among the following manages radio programming, content, on-air talent in a radio station?  
a) Sound engineer  
b) Music manager  
c) Commercial scheduler  
d) Production director
2. Which among the following term is associated with radio advertisement?  
a) Conversational  
b) Product based  
c) Client briefing  
d) All of these
3. Drive time is associated with;  
a) Films  
b) Television  
c) Radio  
d) All of the above
4. In a studio, the process of recording and creating natural sound artificially is known as;  
a) Advertisement  
b) Foley  
c) Promo  
d) Teaser



5. Which among the following is a shorter trailer used to advertise an upcoming radio show?

- a) Teaser
- b) News bulletin
- c) Radio feature
- d) News Capsule

6. In a radio interview a radio reporter must ask the questions that;

- a) Hurt listener's sentiments
- b) Both (a) and (c)
- c) Makes the interviewee angry
- d) None of these

7. Fresh update and thorough knowledge about the interviewee helps the news reporter in;

- a) Song production
- b) Music scheduling
- c) Taking effective radio interview
- d) None

8. Radio programme's production cost is; (choose the incorrect statement)

- a) Very high as compared to the production cost of all other media
- b) Less than the production cost of a television show
- c) Both (a) and (b)
- d) None of these

9. The set-up where the presenter makes announcements or the radio jockey does the show is called ;

- a) Broadcasting suit
- b) Radio studio room
- c) LIVE room
- d) Radio editing room

10. Qualities of a good voice-over artist is/are; (choose the correct statement)

- a) Should be able to promote and influence the audience through his/her voice
- b) Needs to be able to fit the tone of the brand of the radio station
- c) Both (a) and (b)
- d) None of these

### PART - B

Answer any FOUR out of SIX

[4x5=20]

1. Write 5 qualities of a good radio news reporter
2. What is community radio? How community radio is contributing for the society?
3. Differentiate between interview and Vox-pop in radio
4. What do you mean by radio documentary? How is it different for radio news?
5. What is FM radio? How FM radio is entertaining its audience?
6. What do you mean by 'voice-over'? How is it important for a radio show?

### PART - C

Answer any TWO out of FOUR

[2x15=30]

1. Explain different phases of radio programme production
2. What do you mean by research? Explain how research is important in radio show production?
3. Explain with examples how radio is as an effective tool for development in society?
4. Write a radio news script in radio format in any one among the given topics:
  - (i) Pollution in India
  - (ii) Rumbhoomi 2022
  - (iii) Health hazard of mobile phone usage