

Program	Bachelor of Arts (Journalism and Mass Communication Hons.)	
Subject Name	History of Mass Media	Semester II
		Year June 2024

- 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 Investigator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

Time: 3 Hour  
Max. Marks : 70

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

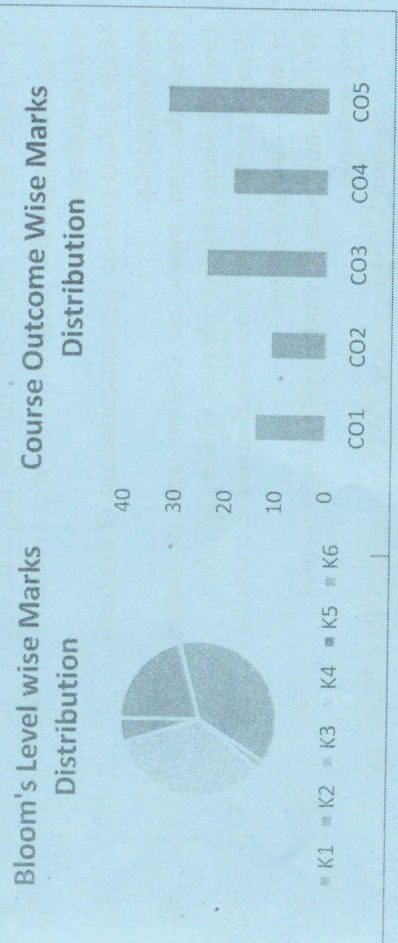
**Section A (Each question Carry 01 Mark from Q1-i to xii) - 12 Marks**

Q.N1	QUESTIONS	Marks	COs	KL
i	After which year Radio Rural Forum lost their popularity? a) 1964 b) 1959 c) 1997 d) 2000	01	CO.2	K4
ii	When did the first press start In India? a) 1550 b) 1556 c) 1684 d) 1555	01	CO.4	K2
iii	Which of the following film is/ are parallel films? a) Do Bigha Zameen b) Ardha Satya c) Pather Panchali d) All of these	01	CO.1	K1
iv	When was the first film by Lumiere brothers screened? a) 7th July 1896 b) 7th July 1869 c) 9th July 1989 d) 18th June 1968	01	CO.5	K5

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

CO1	Identify various tools and have basic implementation skills.
CO2	Understand of various aspect of Internet of Things (IoT)
CO3	Use real IoT protocols for communication.
CO4	Analyze the working of an IoT device with a Cloud Computing infrastructure.
CO5	Evaluate & verify the IoT data in the cloud and in between cloud providers.

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v	Which among the following newspaper was published in Bengali language? a) Satyayug b) Navajug c) Sramik d) Both (a) & (b)	01	CO.4	K3
vi	When television made its debut in India with the experimental transmission from Delhi? a) 2003 b) 1947 c) 1959 d) 1995	01	CO.2	K4
vii	Who directed the Commercial film Pyasa? a) Guru Dutt b) Bimal Roy c) Mrinal Sen d) Dadasahed Phalke	01	CO.5	K5
viii	Which experiment was designed jointly by NASA and the Indian Space Research Organization (ISRO)? a) Kheda Communications Project b) Indian National Satellite System c) The Satellite Instructional Television Experiment (SITE) d) None of these.	01	CO.3	K3
ix	Choose the correct option about Kinetoscope; a) Digital motion picture exhibition device b) An early Motion picture exhibition device c) It is a Television d) None of these	01	CO.5	K2
x	In the beginning when internet began in India it was available only to: a) Private enterprises b) Educational and research community c) Both (a) and (b) d) None of these	01	CO.3	K1
xi	A short film 'The Wrestlers' is marked as India's first; a) Commercial Film b) Horror film c) Documentary film d) Color film	01	CO.5	K2

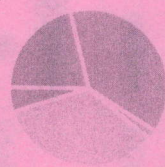
xii	What is the full form of DTH? a) Direction to Home b) Direct to Home c) Delivery to Home d) Daily to Home	01	CO.1	K1
<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	What were the key points of Wellesley Regulations?	07	CO.4	K2
3	Define Underground Radio and how it contributed during independence?	07	CO.2	K3
4	Write a short note on recommendations of the Joshi working group.	07	CO.1	K3
5	What do you mean by Golden age in Indian cinema? Name any two films of Golden age era.	07	CO.5	K6
6	What is social media? How social media is a source of mass communication?	07	CO.3	K6
7	Write a short note on studio system in India and give example.	07	CO.5	K4
<b>Section C (Answer any TWO out of FOUR) – 30 Marks</b> (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain how internet usage is changing the society in India?	15	CO.1	K6
9	State various reasons for the growth of newspaper in India after independence.	15	CO.4	K2
10	Explain the importance of Satellite Instructional Television Experiment (SITE) in India.	15	CO.5	K3
11	Explain the struggling phase of print media before independence.	15	CO.2	K5



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**Bloom's Level wise Marks Distribution**



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

**Course Outcome Wise Marks Distribution**



<b>Program</b>	<b>Bachelor of Arts (Journalism and Mass Communication Hons.)</b>	
<b>Subject Name</b>	<b>Traditional Folk Media</b>	<b>Semester II</b>
		<b>Year June 2024</b>
<b>Time: 3 Hour</b> <b>Max. Marks : 70</b>	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u></li> <li><b>Answer all Questions of Section A (Compulsory)</b></li> <li><b>Answer Any Four out of Six of Section B</b></li> <li><b>Answer Any Two out of Four of Section C</b></li> <li><b>Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u></b></li> </ul>	

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

<b>Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks</b>			
<b>Q. N1</b>	<b>QUESTIONS</b>	<b>Marks</b>	<b>COs</b>
i	"Ghida' is a traditional dance form of ; a) Manipur b) Assam c) Bihar d) Punjab	01	CO1
ii	Which one of the following is a tribal folk dance form of Jharkhand? a) Sarhul b) Bihu c) Dandiya d) Tushu Parav	01	CO2
iii	Audience of Digital media generally-----in nature. a) Homogenous b) Heterogeneous c) Friendly d) Literate	01	CO1
iv	Which of the following is a disadvantage of traditional folk media? a) Flexibility b) Limited Reach c) Low Cost d) Indigenous	01	CO2

Section B (Answer any FOUR out of SIX) – 28 Marks					
(Each question Carry 07 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
2	Define 'Yakshagana and Bihu'.	07	CO1	K2	
3	What is rural development?	07	CO1	K1	
4	What is material culture? Give example.	07	CO2	K1	
5	What is 'Bhavai and Tamasha'? Give one example for each.	07	CO1	K2	
6	What is digital media? Give three examples.	07	CO2	K1	
7	Define 'Nukkad and Baul'.	07	CO1	K2	
Section C (Answer any TWO out of FOUR) – 30 Marks					
(Each question Carry 15 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
8	Explain Folk dance, folk art and folk songs of India and give 5 examples of each.	15	CO1	K2	
9	What are the advantages and disadvantages of folk media? Explain.	15	CO1	K2	
10	What is Traditional Folk Media? Explain the concept of Significance of Traditional folk media.	15	CO1	K2	
11	Write a story with a social message to create awareness about government scheme. Choose one govt. scheme from the following, (a) Beti bachao Beti Padhao, (b) Swach Bharat Abhiyan (c) Gram Sadak Yojna	15	CO1	K6	

v	Instantaneous feedback is a unique feature of; a) Folk media b) Mass Media c) Japan d) Digital Media	01	CO1	K1
vi	'Garba' is a traditional folk form of; a) Assam b) Bihar c) Karnataka d) Gujrat	01	CO2	K2
vii	'Kathakali' is a form of dance of which state; a) Kerala b) Uttar Pradesh c) Maharashtra d) West Bengal	01	CO1	K2
viii	'Zarzuela' is a folk form of a) Canada b) Indonesia c) India d) Philippines	01	CO1	K1
ix	Which of the following is not indigenous in nature? a) Folk Dance b) Folk Song c) Folk Art d) Newspaper	01	CO1	K1
x	'Wayang Kulit' is a folk media form of; a) China b) India c) Nepal d) None of the above	01	CO2	K2
xi	Which one of these is a folk form of India? a) 'Wayang Kulit' b) Ballet c) Zarzuella d) Bihu	01	CO1	K1
xii	Many Voices, One World, according to the report of MacBride Commission was said in the year .....? a) 1982 b) 1961 c) 1979 d) None	01	CO1	K1

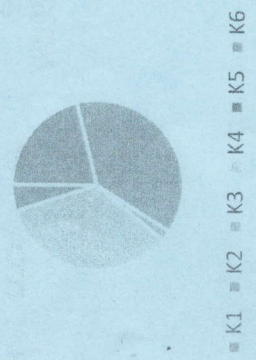
Program	Bachelor of Arts (Journalism and Mass Communication Hons.)	
Subject Name	Introduction To Photography	
	Semester	II
	Year	June 2024
Time: 3 Hour Max. Marks : 60	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't Write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>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.</li> </ul>	
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating
Section A (Each question Carry 01 Mark from Q1-i to x) - 10 Marks		
Q. N1	QUESTIONS	
i	Which of the following best describes cloning? a) Vanishing b) Duplicating c) Disappointing d) None of these	Marks 01 COs CO1 K4
ii	Which of the following is not a type of camera? a) Pin Hole b) CCTV c) Compact d) None of these	01 CO5 K2
iii	Which of the following is odd one out? a) Asphalt b) Lavender Oil c) Alcohol d) None of these	01 CO1 K1
iv	Which of the following is the synonym of ISO? a) ISI b) DPI c) ASA d) None of these	01 CO1 K5
V	In which of the following year first self-portrait photograph was captured? a) 1849 b) 1869 c) 1839 d) None of these	01 CO1 K3

PO - Program Outcome

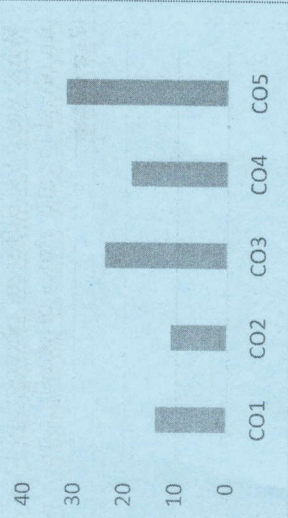
CO1	Understand the concept of photography.
CO2	Understand the concept and importance of photo journalism.
CO3	Identify the types of camera and its composition
CO4	Write and edit captions for photographs.
CO5	Identify the shots and camera movement and apply as when required.

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Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



vi	P in PPI stands for which of the following? a) Point b) Pots c) Pixels d) None of these	01	CO2	K4
vii	Which of the following shot is used to show the surroundings? a) ECU b) EWS c) MCU d) None of these	01	CO5	K5
viii	Which of the following is not a composition technique of photography? a) Rule of thirds b) Rule of odd c) Rule of even d) None of these	01	CO2	K3
ix	In which of the following year the first colour photograph was clicked? a) 1863 b) 1861 c) 1865 d) None of these	01	CO3	K2
x	In which of the following year the first photograph was taken? a) 1849 b) 1869 c) 1839 d) None of these	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 is depth of field? Explain in brief with suitable example & diagram.	05	CO3	K2
3	What is exposure? Explain in brief with suitable example & diagram.	05	CO5	K3
4	What is headroom in a photograph? Explain in brief with suitable example & diagram.	05	CO5	K3
5	Write a brief note on copy block.	05	CO4	K6
6	What is contrast? Explain in brief with suitable example.	05	CO4	K6
7	What is picture orientation? Explain in brief with suitable example.	05	CO2	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 composition in photography? Explain any 3 in detail.	15	CO3	K6
9	As a photojournalist if you have to capture photographs in a sports event what would be the 5 photographs you would consider to capture and why? Explain in detail.	15	CO4	K2
10	What makes a good photograph? Explain in detail.	15	CO3	K3
11	What were the different photographic processes involved in early times of photography? Explain any 2 in detail.	15	CO2	K5