



WEST BENGAL STATE UNIVERSITY
B.A. Honours 5th Semester Examination, 2020, held in 2021

JORACOR11T-JOURNALISM AND MASS COMMUNICATION (CC11)

GLOBAL MEDIA AND POLITICS

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **ten** questions from the following: 2×10 = 20
 - (a) What is the full form of NWICO?
 - (b) What is the full form of CNN?
 - (c) What is Allied Power?
 - (d) What is Radio Liberty?
 - (e) What are the reasons of Unequal Development?
 - (f) When did the 2nd World War Take place?
 - (g) What is the rich-poor divide?
 - (h) What is Gulf War? In which year did it take Place?
 - (i) What is the full form of BBC?
 - (j) What is Global Culture?
 - (k) What is the meaning of hybridity?
 - (l) Who is the chief of ZEE TV?
 - (m) What is KBC? When was it held first?
 - (n) When did the Vietnam War take place?
 - (o) Voice of America.

2. Write short notes on any **three** from the following: 5×3 = 15
 - (a) Al Jazeera
 - (b) Cultural Imperialism
 - (c) Big Boss

- (d) Radio Free Europe
- (e) UNESCO
- (f) Free Economy.

3. Answer any *one* question from the following:

15×1 = 15

- (a) Discuss the recommendations of the MacBride Commission
- (b) What are the reasons for the disintegration of the USSR?
- (c) Discuss the Implications on the Global Media post 9/11.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 5th Semester Examination, 2020, held in 2021

JORACOR12T-JOURNALISM AND MASS COMMUNICATION (CC12)

ADVANCED BROADCAST MEDIA

Time Allotted: 2 Hours

Full Marks: 50

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable.

1. Answer any **ten** questions from the following: 2×10 = 20
 - (a) What is Public Service Broadcasting?
 - (b) What is Campus Video? Give example.
 - (c) Why is TV called the Idiot Box?
 - (d) Name two children's programme broadcasted from TV.
 - (e) What is Prime Time?
 - (f) What is reconstruction of TV news? Give examples.
 - (g) Name two animated cartoons shown on Indian TV.
 - (h) When was Prasar Bharati established?
 - (i) What is Doordarshan? When was it established?
 - (j) What is Participatory Communication?
 - (k) When was FM Radio started in India? What is the full form of FM?
 - (l) What is Mixing in TV?
 - (m) What is Radio Talk? What does it comprise of ?
 - (n) What is Reality TV?
 - (o) What is Programme Re-creation?

2. Write short notes on any **three** from the following: 5×3 = 15
 - (a) Public Service Broadcasting Model
 - (b) Community Video
 - (c) Big Boss 14
 - (d) ENG and EFP
 - (e) Music Video
 - (f) Reality shows.

3. Answer any **one** question from the following:

15×1 = 15

- (a) How does Community Radio help to bring in Social Change? Explain your answer with examples.
- (b) How does Reality TV shows affect Society? Explain with examples.
- (c) Write down the steps writing a Radio Script. Give examples.

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 5th Semester Examination, 2020, held in 2021

JORADSE01T-JOURNALISM AND MASS COMMUNICATION (DSE1/2)

INTRODUCTION TO MEDIA INDUSTRY AND MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

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Candidates should answer in their own words and adhere to the word limit as practicable.

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Economies of scale save a company money because they enable the company to
- (A) Make a large variety of product
(B) Make many copies of a product
(C) Scale down the size of their product
(D) Charge higher prices than their competitors
- (b) Organisation structure concept was given by _____.
(A) Weber (B) Fayol
(C) McGregor (D) None of these
- (c) Cooperative ownership is
(A) Business owned by workers (B) Business owned by consumers
(C) Business owned by business (D) All of these
- (d) TAM stands for
(A) Both (C) and (D) (B) Tense aspect mood
(C) Total available market (D) Total addressable market
- (e) Media entrepreneur Suraj Kumar is the founder of
(A) Freecharge (B) News in shorts
(C) XS communication (D) The Dehradun Street
- (f) Equity means
(A) Fairness (B) Impartial
(C) Kindliness (D) All of these

- (g) ABP group is an example of _____ ownership
(A) Chain (B) Conglomerate
(C) Cross (D) Both (A) and (C)
- (h) Media mix helps in
(A) Formulating a better strategy so that more and more people can get encouraged to buy the product
(B) It does not provide gradual and personal level insight
(C) Both (A) and (B) is true
(D) Only A is true
- (i) RNI was established in the year
(A) 1956 (B) 1947 (C) 1988 (D) 1921
- (j) _____ is the largest media giant.
(A) Time Warner (B) Disney (C) Viacom (D) Balaji

2. Answer any **four** questions from the following: 10×4 = 40

- (a) What type of ownership pattern is best suited for today's media organisation? Give reason for the same.
- (b) Explain the role of editorial department in a newspaper organisation.
- (c) What are the basic matrices related to media measurement?
- (d) Illustrate the organisational structure of a television channel.
- (e) Explain the sources of revenue generation for a newspaper organisation.
- (f) What are the essential qualities of a media manager?

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 5th Semester Examination, 2020, held in 2021

JORADSE02T-JOURNALISM AND MASS COMMUNICATION (DSE1/2)

PRINT JOURNALISM AND PRODUCTION

Time Allotted: 2 Hours

Full Marks: 50

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Candidates should answer in their own words and adhere to the word limit as practicable.

1. Attempt **all** questions from the following: 1×10 = 10
- (i) What do we mean by “Dummy” newspaper?
- (A) A press operator in charge of cleaning the press
(B) News selected for printing
(C) A rough layout of a printed piece
(D) News print to be used as raw material
- (ii) A Lobby Correspondent covers news from the lobby of:
- (A) Secretariat (B) Parliament
(C) Stock Exchange (D) Party Office
- (iii) Who is the current editor of Bengali Magazine ‘DESH’?
- (A) Ishani Dutta Ray (B) Suman Sengupta
(C) Madhumita Chattopadhyay (D) Caesar Bagchi
- (iv) What do you mean by Cutline?
- (A) Captions in pictures (B) Lines under headlines
(C) News that are cut off (D) Line having printers information
- (v) Is not a principle of page make-up:
- (A) Proportion (B) Contrast
(C) Balance (D) Five W’s
- (vi) What do we mean by Teasers in Newspaper page designing?
- (A) The title of the publication
(B) Skyboxes on page one that preview content
(C) A separate design element from the main story
(D) Line containing the details of publication
- (vii) What do we mean by Sidebars in Newspaper page designing?
- (A) The title of the publication
(B) Skyboxes on page on that preview content
(C) A separate design element from the main story
(D) Line containing the details of publication

- (viii) What do you mean by Editorial Cartoon in newspaper?
- (A) Short series of funny drawing with text to display humour
 - (B) An illustration containing a commentary that usually relates to current events or personalities
 - (C) A collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic
 - (D) Story that presents a story primarily through the use of pictures
- (ix) What is Kicker Headline?
- (A) The headline that is placed on top of the main headline
 - (B) A short sentence that follows the main headline and summarizes the article
 - (C) Headline that run across all the columns of the story
 - (D) The headline printed over the continued portion of a story
- (x) Middle Article of a newspaper are found in:
- (A) Front Page
 - (B) Local Page
 - (C) International Page
 - (D) Editorial Page

2. Attempt any **four** questions from the following: 10×4 = 40
- (a) Why do you think the importance of supplement is increasing in today's newspaper? 10
 - (b) What do you mean by investigative journalism? What are the principles are need to be followed? 5+5
 - (c) What are the basic principles of front page designing of a daily newspaper? 10
 - (d) What is photojournalism? What are the basic principles of photo editing? 5+5
 - (e) Discuss the contributions of cartoons in newspaper and magazines with relevant examples. 10
 - (f) Write short notes on: 5+5
 - (i) Political Reporting (ii) Cross Ownership.

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WEST BENGAL STATE UNIVERSITY

B.A. Honours 5th Semester Examination, 2020, held in 2021

JORADSE03T-JOURNALISM AND MASS COMMUNICATION (DSE1/2)

PHOTOGRAPHICAL APPRECIATION

Time Allotted: 2 Hours

Full Marks: 50

The figures in the margin indicate full marks.

Candidates should answer in their own words and adhere to the word limit as practicable.

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Electronic flash memory data storage device used for storing digital information:
(i) Tripod (ii) Flash card (iii) Memory card (iv) Flash Drive
- (b) Subject will be in focus, but objects that are closer or farther away will be out of focus:
(i) ISO (ii) Shallow depth of field
(iii) Aperture (iv) Deeper depth of field
- (c) The part of the camera that indicates the field of view that is seen by the camera lens:
(i) Lense (ii) Camera Body (iii) View finder (iv) LCD display
- (d) The total amount of light that is captured:
(i) Shutter Speed (ii) Exposure (iii) Focus (iv) Aperture
- (e) A photograph, movie, or video taken at close range and showing the subject on a large scale:
(i) Long shot (ii) Landscape (iii) Portrait (iv) Close up
- (f) A three-footed stand often used to balance a camera, is called:
(i) Filter (ii) Flash Drive (iii) Tripod (iv) None of these
- (g) Which of these is not a type of camera lens?
(i) Telephoto (ii) Prime (iii) Immersion (iv) Focal plane
- (h) Which word is used to describe the prism in a single lens reflex camera?
(i) Opticube (ii) Pentaprism (iii) Diaprism (iv) None of these
- (i) What does HDR stand for?
(i) High Dynamic Range (ii) High Definition Resource
(iii) Hard Drive Restore (iv) None of these
- (j) When does a photographer use the 'rule of thirds'?
(i) Focusing (ii) Lighting (iii) Composition (iv) None of these

- (k) What is an enlarger used for?
- (i) Developing film (ii) Making prints
(iii) Projecting transparencies for viewing (iv) None of these
- (l) Full form of DSLR is:
- (i) Digital Single Lens Reflex (ii) Direct Sensor Lens Reflex
(iii) Direct Small Lens Reflector (iv) Digital Small Lens Reflector
- (m) Some things to consider regarding photo composition are:
- (i) File size and speed (ii) Camera angle and framing
(iii) Pixels and storage space (iv) File format and battery life
- (n) Digital photography is creating a picture using:
- (i) Film (ii) Drawing skills
(iii) CCD technology (iv) Chemical processes
- (o) What is a problem on an image that is often caused by a camera's electronic flash reflecting color from a person's eyes?
- (i) Contrast (ii) Red eye
(iii) Black eye (iv) Distortion

2. Answer any **four** questions from the following: 10×4 = 40
- (a) What is Photo Journalism? How Photography plays an important role in news media? 4+6
- (b) Compare the advantages and challenges, a photographer may have while working in Natural Lighting and in Artificial Lighting. 10
- (c) What do you understand by Code of Ethics in photography? Critically evaluate several ethical issues in photography. 4+6
- (d) Write a brief note on Copyright Protection for photographers in India. 10
- (e) Discuss on various Editing Softwares for editing a photograph in digital era. 10
- (f) Write notes on any **two** of the following: 5×2=10
- (i) Colour Tones
(ii) Camera Lens
(iii) Dark Room
(iv) Basics of Photoshop.

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