



WEST BENGAL STATE UNIVERSITY
B.A. Honours 3rd Semester Examination, 2020, held in 2021

JORACOR05T-JOURNALISM AND MASS COMMUNICATION (CC5)

INTRODUCTION TO 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 sound culture?
 - (b) What is non-sync sound?
 - (c) What is Digital Image?
 - (d) What is Exposure in camera Language?
 - (e) What is voice over?
 - (f) What is storyboard?
 - (g) What is Dolly-in?
 - (h) What is helicopter shot?
 - (i) What is Voice of India?
 - (j) What is Newsreel?
 - (k) What is News Production Cycle?
 - (l) What is News Formulae?
 - (m) What is Sound Scape?
 - (n) What is Visual Culture?
 - (o) What is Birds eye view shot?

2. Write Short notes on any **three**: 5×3 = 15
 - (a) Sound Design
 - (b) Basics of an image
 - (c) News Capsule
 - (d) Types of Camera shots in TV
 - (e) AIR
 - (f) Types of Microphones.

3. Answer any *one* question from the following: 15×1 = 15

- (a) Characterise Radio as a medium of Communication with reference on FM Radio.
- (b) Trace the history of Images from TV image to Digital image.
- (c) What are the different ways of editing TV news? Give examples.

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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JORACOR06T- JOURNALISM AND MASS COMMUNICATION (CC6)

HISTORY OF THE 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 Morse Code?
 - (b) Why do we remember B.R. Ambedkar?
 - (c) What is SITE?
 - (d) What is Prasar Bharati?
 - (e) MTV.
 - (f) When was AIR founded?
 - (g) Who is the Chairman of Prasar Bharati?
 - (h) What is Community Radio?
 - (i) What is TRP?
 - (j) Who is the editor of Times of India?
 - (k) What is Krishi Darshan?
 - (l) Name two educational programmes on Radio.
 - (m) What is Yuvavaani?
 - (n) What is Lithography?
 - (o) Name two RJs and which radio station they belong.

2. Write Short notes on any **three**: 5×3 = 15
 - (a) Yellow Journalism
 - (b) Gandhi as a Journalist
 - (c) Post emergency Press in India
 - (d) Lithography
 - (e) Readership Survey
 - (f) Yuvabani.

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

15×1 = 15

- (a) Trace the history of the colonial Press in India.
- (b) Trace the Development of Prasar Bharati in India and its recommendations.
- (c) How did Transnational Programmes bring commercialization of Television to India?

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WEST BENGAL STATE UNIVERSITY
B.A. Honours 3rd Semester Examination, 2020, held in 2021

JORACOR07T- JOURNALISM AND MASS COMMUNICATION (CC7)
ADVERTISING AND PUBLIC RELATIONS

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 DAGMAR?
 - (b) What is the full form of ASCI?
 - (c) What is Transit Ad?
 - (d) What is Brand Positioning?
 - (e) What is Retail Advertising?
 - (f) What is Ad Budget?
 - (g) What is Market Segmentation?
 - (h) Who was Rosser Reeves?
 - (i) What is PRSI?
 - (j) What is Surrogate Advertising?
 - (k) Name two Indian Ad Agencies.
 - (l) What is Press Kit?
 - (m) What is Product Cycle?
 - (n) What is Social Media marketing?
 - (o) What is Media Scheduling?

2. Write short notes on any **three**: 5×3 = 15
 - (a) AIDA Model
 - (b) USP
 - (c) Brand Image
 - (d) Classified Ad
 - (e) Public Service Advertising
 - (f) Event management.

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

15×1 = 15

- (a) What are the Social Effects of Advertising? Discuss with examples.
- (b) What is PR Campaign? Explain the steps with examples.
- (c) What is a House Journal? Discuss the functions of the editor of a House Journal.

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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