



## WEST BENGAL STATE UNIVERSITY

B.A. Honours 3rd Semester Examination, 2019

### 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.*

*All symbols are of usual significance.*

1. Answer any **five** questions from the following: 2×5 = 10
  - (i) A mechanism or device which enables the TV camera to move in lateral and tilting motion
 

(A) Panning device	(B) Scanner
(C) Tilting	(D) Pan/Tilt device
  - (ii) What class of TV camera lens is used to cover short distance?
 

(A) Normal	(B) Wide angle
(C) Telephoto lens	(D) Zoom lens
  - (iii) What class of TV camera lens is used to cover long distance?
 

(A) Normal	(B) Wide angle
(C) Telephoto	(D) Zoom lens
  - (iv) What does a red light glowing in a recording studio indicate?
 

(A) Off the air	(B) Floating
(C) Experimental	(D) On the air
  - (v) The frequency limit of AM broadcasting station is
 

(A) 565 kHz to 1605 kHz	(B) 535 kHz to 1605 kHz
(C) 575 kHz to 1615 kHz	(D) 535 kHz to 1615 kHz
  - (vi) The aspect ratio of HDTV is
 

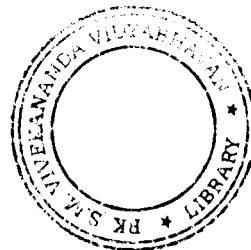
(A) 4:3	(B) 18:5
(C) 14:8	(D) 16:9
  - (vii) Which among the following is/are a type of camera movements?
 

(A) Crane	(B) Pan
(C) Tilt	(D) All of these

- (A) Point of view                      (B) Bird's view  
(C) Eye level                          (D) All of these

(A) Omnidirectional  
(B) Unidirectional  
(C) Bi-directional  
(D) Lapel

(A) Spot light, flood light and key light  
(B) Key light, back light and fill light  
(C) Cameo light, fill light and silhouette light  
(D) None of these


$$10 \times 4 = 40$$

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| (a) Discuss about different types of sound. Discuss about the different types of microphones used in a sound production.                 | 5+5   |
| (b) Write in detail with examples about the basic camera shots which are essential in TV programs.                                       | 10    |
| (c) "Writing skill for radio is different." Why is this different from writing for newspapers and TV? Justify your points with examples. | 10    |
| (d) What is ENG? What is EFP? What is outside coverage? Discuss with examples.   | 2+2+6 |
| (e) Critically analyse the content and format on news bulletin telecast in various 24 hour news channels.                                | 10    |
| (f) What is Public Service Broadcasting? Describe how 24 hour news channels have changed the way of viewing news.                        | 4+6   |



## WEST BENGAL STATE UNIVERSITY

B.A. Honours 3rd Semester Examination, 2019

### 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.*

*All symbols are of usual significance.*

1. Answer any **five** questions from the following: 2×5 = 10
  - (i) In the year 1930, All India Radio was known as
 

(A) Aakashwani	(B) Indian Broadcasting Company
(C) Indian Broadcasting Service	(D) Vividh Bharati
  - (ii) Yellow journalism got its name from a
 

(A) Cartoon character	(B) Yellow kid
(C) Both (A) and (B)	(D) None of these
  - (iii) A series of recorded audio episode on which audience can subscribe is known as
 

(A) Vodcast	(B) Podcast
(C) Sound forge	(D) Voice over internet protocol
  - (iv) The major function of Television is to provide
 

(A) Entertainment	(B) Information	(C) Education	(D) All the three
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  - (v) The first issue of the India Gazette published in
 

(A) November 1780	(B) August 1880
(C) August 1947	(D) None of these
  - (vi) What is lithography?
 

(A) A method of printing	(B) A system of local bodies
(C) Circulation of newspapers	(D) None of these
  - (vii) The originator of the phrase “press is the fourth estate” is
 

(A) Edmund Burke	(B) Lord Macaulay
(C) North Cliff	(D) Rudyard Kipling
  - (viii) What is the name of Ambedkar’s first newspaper?
 

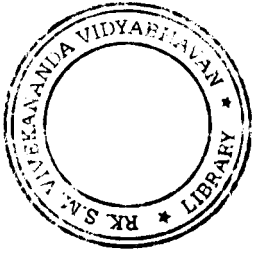
(A) Harijan	(B) Bahishkrit Bharat
(C) Janata	(D) Mooknayak

2. Answer any **four** questions from the following:

- (a) Write a brief note on the history of the press in India.
- (b) AIR attempts to reach every section of the Indian population through its different programmes. Do you agree with this view? Briefly discuss the nature and content of AIR programmes with examples.
- (c) Discuss the significance of the role of Ambedkar as a journalist.
- (d) Discuss and criticize the formation of Prasar Bharati Board.
- (e) Discuss about the contribution of language press in Indian Journalism.
- (f) F.M. has changed the face of radio broadcasting. Do you support this view? Give answer with reasons.



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## WEST BENGAL STATE UNIVERSITY

B.A. Honours 3rd Semester Examination, 2019

### JORACOR07T- JOURNALISM AND MASS COMMUNICATION (CC7)

#### ADVERTISING AND PUBLIC RELATIONS

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.*

*All symbols are of usual significance.*

1. Answer any **five** questions from the following: 2×5 = 10
- (i) First advertising appearing in the
- (A) 19th century (B) 20th century  
(C) Mid 20th century (D) None of these
- (ii) Full form of ATL
- (A) Above the line (B) Around the line  
(C) Along with the line (D) None of these
- (iii) The term “Marketing mixing” was proposed in the year
- (A) 1970 (B) 1990  
(C) 1960 (D) 1999
- (iv) Which of the following is a government Public Relations agency?
- (A) Akashbani (B) Doordarshan  
(C) PIB (D) None of these
- (v) First advertising appearing in
- (A) United States (B) India  
(C) China (D) Japan
- (vi) What is Domestic Publics?
- (A) Those within the country  
(B) People within an organization  
(C) People outside an organization  
(D) Have high interest in the company such as the primary publics but will not be directly affected by decisions of the organization

- (vii) What is/are the objective(s) of a brand promotion?
- (A) To present information to consumers and others
  - (B) To increase demand
  - (C) To differentiate a product
  - (D) All of the above
- (viii) What is brand image?
- (A) refers to an image an organization wants to project
  - (B) refers to “the set of human personality traits that are both applicable to and relevant for brands”
  - (C) refers to ‘consumers’ predisposition towards certain brands that summarise their cognitive information processing towards brand stimuli.
  - (D) None of these
- (ix) What is the full form of “PRO”?
- (A) Public relation officer
  - (B) Public relations officer
  - (C) Public relation office
  - (D) None of these
- (x) “LOGO” word is derived from
- (A) Greek word
  - (B) Latin word
  - (C) Spanish word
  - (D) None of these

2. Answer any **four** questions from the following:

10×4 = 40

- (a) Discuss about the Importance and Functions of advertising.
- (b) Write short notes on DAGMAR Model and AIDA model.
- (c) Discuss about the Principles and Tools of Public relations.
- (d) Write short notes about Film and Related Media Organizations.
- (e) Write short notes on (i) Press Release and (ii) PR Consultancy.
- (f) If you are a promotional manager of a brand how you launch a product in market? Discuss the entire process.

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