



WEST BENGAL STATE UNIVERSITY

B.A. Honours 3rd Semester Examination, 2021-22

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 **five** questions from the following: 2×5 = 10
 - (a) Dynamic Microphone
 - (b) Digital Image
 - (c) Electronic News Gathering
 - (d) SFX
 - (e) Sync and Non-sync Sound
 - (f) Mid Shot
 - (g) AIR
 - (h) Remote studio.

2. Answer any **four** questions from the following: 10×4 = 40
 - (a) What would be the role of studio in case of news programme? 10
 - (b) Recapitulate the major categories of microphone. 10
 - (c) What is the role of the radio newsroom in radio news? 10
 - (d) Discuss the main characteristics of television news. Discuss what role does PCR play in TV news. 5+5
 - (e) Make a comparative study of television and radio news bulletin. 10
 - (f) Discuss the most widely used shots in television news. 10

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.*

—X—



WEST BENGAL STATE UNIVERSITY
B.A. Honours 3rd Semester Examination, 2021-22

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 **five** questions from the following: 2×5 = 10
 - (a) Name two newspapers edited by Gandhiji.
 - (b) When was Prasar Bharati established? Write the structure of Prasar Bharati Board.
 - (c) What is Camera Obscura?
 - (d) Write a brief note on Vivid Bharati.
 - (e) Name the first talkie film in India. When was it released? Who was the director of the film?
 - (f) Who is Joseph-Nicephore Niepce?
 - (g) When was AIR established? Who was the first Director General of AIR?
 - (h) What is KCP?

2. Answer any **four** questions from the following: 10×4 = 40
 - (a) Discuss the role of television as a medium of development in India.
 - (b) What is Morse Code? Describe the history of the Telegraph. 4+6
 - (c) What effect did the Emergency have on the Press in India? Who declared the emergency?
 - (d) Trace the history of film in India from the silent era to the talkies.
 - (e) Serampore Baptist Church Missionaries had huge contribution in Indian Journalism. — Explain.
 - (f) Write short notes on any **two** of the following: 5+5
 - (i) Amrita Bazar Patrika
 - (ii) Raja Rammohan Roy as the journalist
 - (iii) DTH
 - (iv) FM Channel.

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.*

—X—



WEST BENGAL STATE UNIVERSITY
B.A. Honours 3rd Semester Examination, 2021-22

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 **five** questions from the following: 2×5 = 10
 - (a) Mention various types of advertising.
 - (b) Press Release.
 - (c) IPRA.
 - (d) What is public relation?
 - (e) Define the term 'publicity'.
 - (f) What is social networking?
 - (g) What is meant by target audience?
 - (h) Surrogate Advertising.

2. Answer any **four** questions from the following: 10×4 = 40
 - (a) Define Marketing strategy. What are the steps involved in marketing strategy?
 - (b) What do you know about social media technologies and management for marketing?
 - (c) Discuss the principles and tools of Public Relations.
 - (d) Write short notes on any **two** of the following: 5+5
 - (i) Public relation and Branding
 - (ii) Advertising Budget
 - (iii) Crisis Management
 - (iv) DAGMAR.
 - (e) Write in detail about media selection, planning and scheduling of advertising.
 - (f) Make a comparative analysis between PR in Government Sector and PR in Private Sector.

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.

—X—