

Exam Code: 220102
(20)

Paper Code: 2159

Programme: Master of Arts (Journalism and Mass Communication)
Semester-II

Course Title: Development Communication

Course Code: MJML-2311

Time Allowed: 3 Hours

Max Marks: 70

Note: Attempt five questions in all, selecting at least one question from each Section. The fifth question may be selected from any Section. Each question carries 14 marks.

Section-A

1. Discuss the concept of Dominant paradigm in Development.
2. What is Sustainable Development? Elaborate.

Section-B

3. Write a note on Indian view of Development.
4. Discuss any two issues of development which you think are important for development of our country.

Section C

5. 'ICTs can play a significant role in Development Communication.' Do you agree? Discuss.
6. Explain the concept of Development Communication.

Section-D

7. Discuss the India's rural scene with reference to Development
8. Trace the genesis of agricultural extension. Elaborate on its approach.

Exam Code: 220102
(20)

Paper Code: 2160

Programme: Master of Arts (Journalism and Mass Communication)
Semester-II

Course Title: Media Management

Course Code: MJML-2312 ✓

Time Allowed: 3 Hours

Max Marks: 70

Note: Attempt five questions in all, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries 14 marks.

Section-A

1. Discuss the principles of Media Management.
2. Write notes on the following:-
 - A) Cross-media ownership
 - B) Private Limited

Section-B

3. Explain the organizational structure of a media organization.
4. Write notes on the following:-
 - A) Capital Cost
 - B) Budgeting

Section C

5. Elaborate on brand promotion and marketing strategies of a media organization.
6. Discuss the importance of Human Resource Development with special reference to media organizations.

Section-D

7. Do you think ethics play a role in media management? Discuss.
8. How do you think TRPs are managed by various media organizations? Elaborate.

Exam Code:220102

Paper Code: 2161

Programme: Master of Arts (Journalism and Mass Communication)

Semester- II

Course Title: Current Affairs

Course Code: MJML- 2313

Time Allowed: 3 Hours

Max Marks: 70

Note: Attempt five questions in all, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries fourteen marks.

Section A

1. Critically analyze the key highlights of the Union Budget 2025-26. How does it aim to address economic growth and inflation in India?
2. Evaluate the political impact of Delhi Assembly Elections 2025. What factors influenced the voting pattern?

Section B

3. Analyze the challenges and opportunities in Punjab's education sector
4. Analyze the key factors that led to the outcome of the 2024 US Presidential Election.

Section C

5. Discuss the socio-economic implications of the increasing adoption of Artificial Intelligence (AI) across various sectors in India.
6. Critically assess the effectiveness of recent government policies and initiatives aimed at promoting skill development and entrepreneurship among India's youth.

Section D

7. Examine the key internal security challenges faced by India in the wake of Pahalgam terrorist attack.
8. Do you think that media is playing its role positively in the society?

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Paper Code: 2162

Programme: Master of Arts (Journalism and Mass Communication)
Semester-II

Course Title: Communication Research-I

Course Code: MJML-2314 ✓

Time Allowed: 3 Hours

Max Marks: 70

Note: Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question Carries 14 marks.

Section A

1. Write a detailed note on meaning and concept of communication research.
2. Differentiate between Pure and Applied research with suitable examples.

Section B

3. Describe the importance of Synopsis in research
4. What is research problem and what are the steps for the formulation of research problem?

Section C

5. Write a detailed note on the various methods of data collection?
6. What is sampling and describe its various types?

Section D

7. What is bibliography and describe its importance in a research study?
8. Write a detailed note on the latest trends in Mass Communication Research.

Exam Code: 220102
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Paper Code: 2163

Programme: Master of Arts (Journalism and Mass Communication)
Semester-II

Course Title: Radio and TV Programming

Course Code: MJMM-2315 ✓

Time Allowed: 3 Hours

Max Marks: 50

Note: Attempt five questions in all, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries 10 marks.

Section-A

1. What do you understand by Radio? Discuss its characteristics in detail.
2. Explain the organisational setup of Radio Station.

Section-B

3. Which are the things to be kept in mind while Writing scripts for radio?
4. Write a Note on Radio Interview.

Section-C

5. Discuss the setup of a TV Studio in detail.
6. Which are the things to be kept in mind While a Discussion Program for TV?

Section-D

7. Which are the various types of Video Cameras?
8. Discuss Camera angles, movements and shots.