

Exam Code: 220101

Paper Code: 1154

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

Course Title: Introduction to Communication

Course Code: MJML-1311

Time: 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. What is Gatekeeping? How does gatekeeping shape the narratives presented by media organizations?
2. Name and explain various types of communication.

SECTION-B

3. In what ways does Berlo's SMCR model emphasize the role of sender and receiver?
4. Explain Newcomb's ABX model

SECTION-C

5. Explain the difference between Two Step Flow Theory and Multi Step Flow Theory.
6. How does Agenda Setting Theory explain the influence of media on public opinion?

SECTION-D

7. Write a note on the key assumptions of Spiral of Silence Theory.
8. Write a note on the key features of new media technology that makes it different from traditional media.

Exam Code: 220101

Paper Code: 1155

**Programme: Master of Arts (Journalism and Mass
Communication) Semester – I**

Course Title: History of Print Media in India

Course Code: MJML-1312

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. Discuss the origin & growth of newspapers in India?
2. Write in detail the contribution of James Augustus Hickey.

Section B

3. Write a note on Mahatma Gandhi's contribution in Indian Journalism.
4. What is the contribution of Dyal S. Majithia in Indian Press?

Section C

5. Trace down the history of The Tribune newspaper?
6. Trace down the history of The Hindu newspaper.

Section D

7. Write a detailed note on the origin and development of Punjabi Press?
8. What are your views on the present status of Punjabi press?

Exam Code: 220101

Paper Code: 1156

Programme: Master of Arts (Journalism and Mass

Communication) Semester-I

Course Title: Reporting and Editing

Course Code: MJML-1313 ✓

Time: 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

- Q1. Shed light on qualities of a reporter.
- Q2. Explain different types of beat.

SECTION-B

- Q3. What are the things a reporter should focus on before conducting an interview?
- Q4. Write a short note on:
 - a) Press Conference
 - b) Investigative reporting.

SECTION-C

- Q5. Discuss the qualities of editor and news editor.
- Q6. What is headline? Explain the characteristics of good headlines.

SECTION-D

- Q7. Explain the different types of printing.
- Q8. Write a short note on:
 - a) Editorial page
 - b) Pull outs
 - c) Supplements
 - d) Importance of photographs in newspaper.

Exam Code: 220101

Paper Code: 1157

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

Course Title: Media Laws and Ethics

Course Code: MJML-1314

Time: 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. Critically examine the role of the Indian Constitution in protecting the democratic set up.
2. Why should the Press Council of India be replaced by the Media Council of India? Discuss.

SECTION-B

3. What is the Official Secrets Act? What is its relevance today? Discuss.
4. Critically examine Cable Regulation Act

SECTION-C

5. While giving suitable examples, discuss the importance and relevance of Right to Information, 2005.
6. While discussing cyber laws, discuss the importance of cyber Awareness.

SECTION-D

7. Write an essay on: origin and growth of yellow journalism.
8. Write short notes on any two of the following :
a) NHRC b) Media trial c) Right to privacy

Exam Code: 220101

Paper Code: 1158

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

Course Title: Advertising

Course Code: MJMM-1315

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 mean by Advertising? Explain its functions in detail with suitable examples.
2. Discuss the classification of advertising

Section-B

3. Comment upon the projection of women in Indian advertising?
4. Write a detail note on ASCI.

Section-C

5. What is Target Segmentation? Explain its significance in advertising process.
6. What is Marketing Plan? Why it is important to prepare a good Marketing plan for sustainability in a market?

Section-D

7. What is an ad Agency? Which are its various Departments.
8. Explain the Negative and Positive effects of Advertising on our society.

Exam Code: 220103

Paper Code: 3150

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

Course Title: Mass Communication Research- II

Course Code: MJML- 3311 ✓

Time Allowed: 3 Hours

Max Marks: 70

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

Section A

1. Write a detailed note on Longitudinal Studies?
2. Explain in detail the Payne Fund Studies.

Section B

3. What are the various Normative Theories of Mass Communication?
4. Write a detailed note on Theory of Logical Positivism?

Section C

5. Write a note on Semiotic Analysis & Rhetoric Analysis?
6. How Textual Analysis is implied in carrying out the research in Mass Communication.

Section D

7. What is the use of internet in Mass Communication Research?
8. Explain in detail the scope of research in newspaper & magazines.

Exam Code: 220103

Paper Code: 3151

Programme: Master of Arts (Journalism and Mass Communication)

Semester: III

Course Title: New Media Technology

Course Code: MJML-3312

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 changing landscape of media?
2. How New Media is different from traditional media?

Section B

3. Write a detailed note on the significance of podcasting in today's times?
4. Write short notes on:
 - a) Live Blogging
 - b) Multimedia

Section C

5. What impact does new media technology has on media messages?
6. Explain in detail Freedom of Speech & Expression in the context of New Media.

Section D

7. Write a detailed note on the recent trends in social media industry?
8. Discuss in detail the various Ethics of Online Journalism.

Exam Code: 220103

Paper Code: 3152

Programme: Master of Arts (Journalism and Mass Communication)

Semester: III

Course Title: Public Relation and Corporate Communication

Course Code: MJML-3313

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

Q1. Write a note on concept of Public Relations.

Q2. Write short notes on the following:-

- a) Press release
- b) Exhibitions

Section-B

Q3. What points should be considered while selecting media for advertising? Elaborate.

Q4. Discuss the components of Ad Copy in detail.

Section-C

Q5. What kind of practices should be followed while recruitment, selection and training of staff under HRD? Explain.

Q6. What is Groupware? Discuss how it can be used in producing a newspaper.

Section-D

Q7. What is Brand management? Discuss its evolution.

Q8. How do you Public Relations as a profession? Explain.

Exam Code: 220103

Paper Code: 3153

Programme: Master of Arts (Journalism and Mass Communication)

Semester: III

Course Title: Health Communication

Course Code: MJML-3314

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. Define Health Communication and critically analyze its concept, need, and scope in the context of modern public health systems.
2. Compare and contrast the health communication needs of rural versus urban populations. What specific strategies would you recommend for improving health communication accessibility in marginalized communities?

Section - B

3. Using examples from recent global health crises, explain the major ethical issues in health communication
4. Critically assess the challenges journalists face when reporting on health crises. How can media professionals balance the need for timely information with accuracy and avoid public panic?

Section - C

5. Discuss with examples how media platforms like print, radio, television, and the internet shape public perception about health. What challenges do these media platforms face in covering health issues?
6. How is Health Communication promoting "scientific culture" in society, and explain its impact on public perception of science. Support your argument with a literature review or some recent cases.

Section - D

7. Examine the role of media in public scientific controversies (such as vaccine hesitancy, etc.). How can responsible journalism help bridge the gap between scientific consensus and public perception?
8. Critically evaluate the role of the WHO and other IMA in combating COVID-19 challenges, especially their role in changing public perception and fighting the infodemic.

Exam Code: 220103

Paper Code: 3154

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

Course Title: Photography

Course Code: MJMM- 3315 ✓

Time Allowed: 3 Hours

Max Marks: 50

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

Section A

1. Explain in detail the structure and working of a professional camera.
2. Distinguish between Telephoto lens and Wide Angle lens.

Section B

3. Explain the creative and artistic use of flash in the professional photography.
4. What are the precautions kept in mind while capturing Portrait photographs?

Section C

5. Write a detailed note on Rule of Thirds and Framing.
6. How Aesthetics is implied in Photography?

Section D

7. A photograph is equal to 10,000 words. Discuss.
8. Discuss in detail the qualities of a good photojournalist.