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BJMC — I/H-1/13

2013

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

(Introduction to Journalism and Mass Communication)

Group – A

Answer any **four** of the following : $15 \times 4 = 60$

1. What is Society ? Discuss the concept of Society.
2. Define Journalism. Discuss its objectives, evolution and development.
3. Discuss the role of Communication in Society.
4. The face of Journalism has changed with changing technology. Discuss.
5. Describe the different medium of Mass Communication.

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(Turn over)

6. Describe the evolution of Printing Press.
7. 'Journalism has changed from mission to industry'. Describe its progress after independence.
8. Describe the importance of Rural Journalism in India.
9. Is publicity the best way of Mass Communication ? Discuss.
10. Write short notes on any **three** of the following :
 - (a) Traditional Media
 - (b) Folk Media
 - (c) Sports Journalism
 - (d) Agenda setting

Group – B

Answer **all** questions.

11. Choose the correct answer of the following :

2×10 = 20

 - (i) Who of the following is not a journalist ?
 - (a) Vir Sanghvi

- (b) Khushwant Singh
 - (c) Ratan Tata
 - (d) Kuldip Nayar
- (ii) 'Discovery of India' was written by :
- (a) Lala Lajpat Rai
 - (b) R. K. Narayan
 - (c) Jawaharlal Nehru
 - (d) Rabindranath Tagore
- (iii) Barack Obama is the :
- (a) President of Russia
 - (b) Prime Minister of Australia
 - (c) President of USA
 - (d) Secretary General of UNO
- (iv) Karl Marx is the writer of :
- (a) Divine Comedy
 - (b) Das Capital
 - (c) Crime and Punishment
 - (d) A Passage to India
- (v) Booker Prize is given for :
- (a) Literature

- (b) Sports
- (c) Music
- (d) Gallantry

(vi) Which of the following is not a Hindi newspaper ?

- (a) Hindustan
- (b) Dainik Jagran
- (c) Aaj
- (d) Anand Bazar Patrika

(vii) Which of the following is not a news agency ?

- (a) PTI
- (b) ABP News
- (c) UNI
- (d) Reuter

(viii) What is Data ?

- (a) Information
- (b) Skill
- (c) Both the above
- (d) None of the above

(ix) Who among the following is a Journalist?

- (a) Karan Johar
- (b) Karan Thapar
- (c) Anil Kumble
- (d) Anil Kapoor

(x) Which of the following is not an English newspaper ?

- (a) Hindustan
- (b) Times of India
- (c) The Indian Express
- (d) The Telegraph

