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BJ/0101/09 — I

2008-09

Time : 3 hours

Full Marks : 80

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

परीक्षार्थी यथासंभव अपने शब्दों में ही उत्तर दें ।

The figures in the margin indicate full marks.

उपांत के अंक पूर्णांक के द्योतक हैं ।

Answer from both the Groups as directed.

दोनों खण्डों से निर्देशानुसार उत्तर दें ।

Group – A

खण्ड – अ

(Compulsory)

(अनिवार्य)

Answer all questions :

2×10 = 20

सभी प्रश्नों के उत्तर दें :

1. Select the correct option from the following .

(i) Which was the first Newspaper in India ?

(a) Bengal Gazette (b) Dinman

(c) Sunday (d) Aaj

EL – 26/1

(Turn over)

(ii) 'Bengal Gazette' was published in :

- (a) 1880 (b) 1780
(c) 1656 (d) 1857

(iii) 'Sir Syed' was the founder of :

- (a) Patna University (b) A. M. U.
(c) J. N. U. (d) N. O. U.

(iv) Pt. Madan Mohan Malviya was the founder of :

- (a) IGNOU (b) Nalanda University
(c) B. H. U. (d) Delhi University

(v) 'TASS' is News Agency of :

- (a) America (b) Russia
(c) England (d) Nepal

(vi) National Geographic is a channel of :

- (a) Music (b) G. K.
(c) Cartoon (d) News

(vii) Chakravarti Raj Gopalachari was first Indian :

- (a) President (b) Governor General
(c) Vice-President (d) P. M.

(viii) Pultizer Award is given in the field of :

- (a) Journalism (b) Writing
(c) Dance (d) Film

(ix) 'Sanskar' is what type of channel ?

- (a) Religious (b) Literary
(c) Political (d) Legal

(x) Babu Rao Vishnu Pararkor was the editor of :

- (a) Sarika (b) Telegraph
(c) AaJ (d) Aryavartta

Group – B

खण्ड – ब

Answer any **four** questions :

किन्हीं चार प्रश्नों के उत्तर दें :

2. Define Journalism. Describe its nature. 15
पत्रकारिता को परिभाषित करें । इसके स्वरूप का वर्णन करें ।
3. Evaluate the Pre Independence 'Indian Journalism'. 15
आजादी के पूर्व की 'भारतीय पत्रकारिता' का मूल्यांकन करें ।
4. Establish the 'Theoretical structure' of Mass-Communication. 15
जनसंचार के 'सैद्धान्तिक संरचना' को निरूपित करें ।
5. Describe, in brief, the different mediums of Mass Communication. 15
जनसंचार के विभिन्न माध्यमों का संक्षिप्त वर्णन करें ।

EL – 26/1

(3)

(Turn over)

6. 'Journalism has become Industry, not Mission Today.' Highlight it. 15

'पत्रकारिता मिशन नहीं, बल्कि आज उद्योग बन गयी है।' इस कथन पर प्रकाश डालें।

7. Discuss the role of Mass Communication to 'Setting Agenda'. 15

'एजेंडा-सेटिंग' में जनसंचार की भूमिका की विवेचना करें।

8. Discuss the various problems and challenges of Rural Journalist. 15

ग्रामीण पत्रकारों की समस्याओं एवं चुनौतियों का वर्णन करें।

9. Write short notes on any **two** of the following :

$7\frac{1}{2} \times 2 = 15$

निम्नलिखित में से किन्हीं दो पर संक्षिप्त टिप्पणियाँ लिखें :

- (a) Right to Information
- (b) Traditional Mass Communication
- (c) Sports Journalism
- (d) Website

10. Explain the midels of Development.

विकास की अवधारणा की व्याख्या करें।

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JM / I / 1 / X / H

2010

Time : 3 hours

Full Marks : 80

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Answer from both the Groups as directed.

Group – A

(Objective Type Questions)

Answer **all** questions : $2 \times 10 = 20$

1. Journalism is a activity of :
 - (a) Social
 - (b) Political
 - (c) Economical
 - (d) All of the above

SH – 1/2

(Turn over)

2. Cannon of Journalism is :
 - (a) Freedom of Press
 - (b) Independence
 - (c) Impartiality
 - (d) All of the above

3. Punctuation is the portion of the language is :
 - (a) Written
 - (b) Spoken
 - (c) Both (i) and (ii)
 - (d) None of the above

4. Offset Printing is also called :
 - (a) Lithography
 - (b) Photography
 - (c) Amophography
 - (d) None of the above

5. Advertising represent the _____ to the organization.
 - (a) Life blood
 - (b) Black Bone

- (c) Never
 - (d) All of the above
6. When data get process we have ?
- (a) Information
 - (b) Knowledge
 - (c) Skill
 - (d) None of the above
7. Example of Gross Route level communication is / are :
- (a) Newspaper
 - (b) Radio
 - (c) TV
 - (d) All of the above
8. Who is the father of Communist Theory of Press ?
- (a) Karl Marx
 - (b) Ratio
 - (c) Cooley
 - (d) None of the above

9. Dynamic media is :
- (a) Newspaper
 - (b) TV
 - (c) Magazine
 - (d) All of the above
10. Which one of the following is / are still going strong Newspaper ?
- (a) The Hindu
 - (b) Amrit Bazar
 - (c) Both (i) and (ii)
 - (d) None of the above

Group – B

(Long-answer Type Questions)

Answer any **four** questions :

15×4 = 60

2. What do you understand by Journalism ? Explain the nature of Journalism.

SH – 1/2

(4)

Cont.

3. Discuss the meaning and scope of Journalism.
4. "Journalism has changed from 'Mission' to industry." Discuss its progress after Independence.
5. Explain the evolution and development of Printing Press.
6. Discuss the role of communication in journalism.
7. Is the publicity is the best way of Mass Communication ? Discuss.
8. What is Rural Communication ? Define its Traditional form.
9. Write short notes on the following :
 - (i) Feed back
 - (ii) Right to Information
 - (iii) The Information Technology Act – 2000



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BJMC(I) — I

2011

Time : 3 hours

Full Marks : 80

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*Answer from **both** the Groups as directed.*

Group – A

Answer any **four** questions : $15 \times 4 = 60$

1. Define Journalism. Discuss its nature and scope.
2. Nature of Journalism changed sharply after independence. Discuss
3. What do you understand by mass communication ? Describe briefly the different mediums of communication.

KM – 1/2

(Turn over)

4. Discuss different type of communication. What is the difference between inter-personal and intra-personal communication ?
5. What do you understand by traditional media ? If it is loosing its importance today ?
6. Discuss the role of mass communication in "setting agenda".
7. What do you understand by development ? Discuss its different module.
8. Evaluate the importance of cyber and cable media ? Discuss its role in communication.
9. Rural communication is still facing several problems and challenges. Discuss
10. Write short notes on any **two** of the following :
 - (a) Film journalism
 - (b) Sports journalism
 - (c) Rural journalism
 - (d) Folk media

Group – B

Answer **All** questions : $2 \times 10 = 20$

1. What is the fourth pillar of democracy ?
 - (a) Executive
 - (b) Legislature
 - (c) Press
 - (d) Judiciary
2. Which was the first newspaper of India ?
 - (a) Bengal Gazette
 - (b) Times of India
 - (c) Aaj
 - (d) Jame Jahan Numa
3. Sir Syed Ahmad Khan was the founder of :
 - (a) P. U
 - (b) A. M. U
 - (c) B. H. U
 - (d) IGNOU
4. M. J. Akbar is a :
 - (a) Leader

- (b) Teacher
(c) Journalist
(d) Business man
5. First Urdu newspaper of India was :
- (a) Jame Jahan Numa
(b) Qaumi Awaz
(c) AL-Hilal
(d) None of these
6. Which one of these is not a part of news reporting ?
- (a) Eventfulness
(b) Accuracy
(c) Honesty
(d) Imagination
7. Which one of these is not an Indian News Agency ?
- (a) PTI
(b) AP
(c) UNI
(d) Warta

8. Pulitzer award is given for :
- (a) Dance
 - (b) Film
 - (c) Journalism
 - (d) Drama
9. Who was Pulitzer ?
- (a) Businessman
 - (b) Politician
 - (c) Journalist
 - (d) None of these
10. Name of the newspaper published by Maulana Mazharul Haque was :
- (a) Qaumi Awaz
 - (b) Watan
 - (c) Nasheman
 - (d) The Mother Land

