

**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) Winner of Rammon Magsaysay Award :
    - (a) Lalu Pd.                      (b) P. Sainath
    - (c) Narendra Modi              (d) Sir Syed
  - (ii) Sri-N-Hua is the name of :
    - (a) News Agency

- (b) N. G. O.  
(c) Govt. Dept.  
(d) Cultural-organisation
- (iii) Progressive is the name of :  
(a) Sports (b) Magazine  
(c) Ad. Agency (d) Book
- (iv) 'Search Light' was published from :  
(a) Delhi (b) Agra  
(c) Varanasi (d) Patna
- (v) 'Indian Nation' was published in :  
(a) English (b) Bengali  
(c) Oriya (d) Marathi
- (vi) Dr. Annie Besant associated with the  
Freedom struggle of :  
(a) Germany (b) India  
(c) Nepal (d) Sri Lanka
- (vii) 'Discovery' TV channel is a :  
(a) Music Channel (b) Cartoon  
(c) G. K. (d) Entertainment
- (viii) Which is published from Gorakhpur also ?  
(a) Aaj (b) Hindu  
(c) Jan-Satta (d) Indian Express

(ix) Kuldeep Naiyar is a :

- (a) Wizard (b) Singer  
(c) Actor (d) Journalist

(x) 'Alim' Degree in Urdu is equivalent to :

- (a) Matric (b) Intermediate  
(c) Doctorate (d) Graduation

**Group – B**

**खण्ड – ब**

Answer any four questions :

किन्हीं चार प्रश्नों के उत्तर दें :

2. Define 'News'. What are its main elements ?  
Describe it. 15  
'समाचार' को परिभाषित करते हुए इसके प्रमुख तत्वों का वर्णन करें।
3. What is 'Lead' ? Describe its various types. 15  
'लीड' क्या है ? इसके विभिन्न प्रकारों का वर्णन करें।
4. 'An Editor is legal head of Newspaper.' Analyse it. 15  
'किसी भी समाचार पत्र का संपादक उसका कानूनी प्रमुख होता है।' इस का विश्लेषण करें।
5. What is Advertisement ? Define. Highlight its various modes. 15  
विज्ञापन क्या है ? परिभाषित करें। इसके विभिन्न प्रकारों पर रोशनी डालें।

6. What is 'Advertising Agency' ? Discuss its working. 15

'विज्ञापन एजेंसी' क्या है ? इसके कार्यों की विवेचना करें।

7. Describe some important programmes of 'Radio' in India. 15

भारत में 'रेडियो' के कुछ महत्वपूर्ण कार्यक्रमों की चर्चा करें।

8. Describe the 'News-set-up' in Radio. 15

रेडियो के 'न्यूज-सेट-अप' 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) Freelance Journalism

स्वतंत्र पत्रकारिता

(b) Press-conference

पत्रकार-सम्मेलन

(c) Publicity

प्रचार

(d) D. A. V. P.

डी० ए० वी० पी०

10. Write down about five 'terminologies' used in News-papers. 15

अखबारों में प्रयुक्त होनेवाले पाँच 'शब्दावली' के बारे में लिखें।

.....

COPYRIGHT RESERVED

JM/1/3/X/H

**2010**

*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.*

**Group – A**

**(Objective Type Questions)**

Answer **all** questions :

20

1. The Telegraph is a daily newspaper of :
  - (a) Mumbai
  - (b) Delhi
  - (c) Kolkata
  - (d) Chennai
  
2. The Headquarter of National Press Centre is located in :
  - (a) Delhi

SH – 3/2

( Turn over )

- (b) Mumbai  
(c) Bihar  
(d) Orissa
3. Which country is the largest buyer of Indian Book ?  
(a) USA (b) Pakistan  
(c) Nepal (d) None of these
4. Raja Harishchandra, the first film was released in the year :  
(a) 1993 (b) 1914  
(c) 1903 (d) 1919
5. Which is largest newsmagazine ?  
(a) Time Magazine  
(b) India Today  
(c) Out Look  
(d) All of these
6. Public relation is :  
(a) Propaganda  
(b) Advertisement  
(c) Both (a) and (b)  
(d) None of these

7. The New story originating from public relation is called :
- (a) Handout journalism
  - (b) Efforts journalism
  - (c) Both (a) and (b)
  - (d) None of these
8. The role of Public Relation Officer is :
- (a) General
  - (b) Specific
  - (c) Universal
  - (d) All of these
9. Router is related to :
- (a) TV
  - (b) Internet
  - (c) Radio
  - (d) All of these

**Group – B**

**(Long-answer Type Questions)**

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

1. What are the differences between 'News' and 'News Story' ? Discuss writing techniques of News Story.

SH – 3/2

( 3 )

( Turn over )

2. What is 'Leadership' ? Describe various types of leadership on the basis of power.
3. Define 'feature'. How far it is different from other general writing of media ?
4. Define the role of Advertisement in decision making. Describe its various types.
5. What is 'Public Opinion' ? What is its importance in society ? Discuss.
6. Write a brief history of Radio in India. Highlight some of its important programmes.
7. Even today Radio is more effective in rural areas than News Paper and Television. How ?
8. Discuss the role of Documentary Film in society . How far Government is concerned of it ?
9. Discuss the differences between publicity and advertisement.





COPYRIGHT RESERVED

BJMC(I) — III

**2011**

*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.*

**Group – A**

Answer any **four** questions : 15×4 = 60

1. What is "Lead" ? Describe its various types and importance.
2. Editor is the legal head of the newspaper. Discuss.
3. Freelance Journalism is different from regular writing. Discuss.
4. Public opinion is very important for healthy democracy. Explain.

KM – 3/2

( Turn over )

5. Writing for radio is different from writing for newspaper. How ?
6. Analyse some Radio Programmes.
7. Advertisements are backbone of a newspaper. Describe and explain its different types.
8. How can you frame a good interview ? Discuss.
9. What is the technique of "Revert Pyramid" in news writing ? Explain.
10. Write short notes on any **two** of the following :
  - (a) Press Information Bureau
  - (b) DAVP
  - (c) Press Council of India
  - (d) Publicity

**Group – B**

Answer **all** questions :

2×10 = 20

1. "Stringer" means :
  - (a) Printer
  - (b) Editor

- (c) Part Time Reporter  
(d) None of these
2. Art of printing originated from :
- (a) U. S. A  
(b) Germany  
(c) U. K  
(d) China
3. "Public Opinion" is the :
- (a) Opinion of Govt.  
(b) Opinion of Press  
(c) Opinion of Public  
(d) None of these
4. Headlines of news depends upon :
- (a) Its subject matter  
(b) Its social impact  
(c) Readers taste  
(d) All of the above
5. Editor is the \_\_\_\_\_ of a news paper :
- (a) Owner

- (b) Copy-writer
  - (c) Master
  - (d) None of these
6. A crime reporter concentrates on :
- (a) Animity
  - (b) Sudden development
  - (c) Criminal Attitude
  - (d) All of the above
7. Revert pyramid technique is very much helpfull in :
- (a) Proofing news
  - (b) Editing news
  - (c) Both of these
  - (d) None of these
8. Aarywart was published from :
- (a) Banaras
  - (b) Bengal
  - (c) Delhi
  - (d) Patna

9. Who is different ?

- (a) Kuldip Nayyer
- (b) Khushwant Singh
- (c) M. J. Akbar
- (d) Malika Sara Bhai

10. Accurate news should be :

- (a) Piled with facts and figures
- (b) Without reference
- (c) Easy and interesting
- (d) None of these

