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JM / II / 6 / 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 : $2 \times 10 = 20$

1. In FAX, F stands for :
 - (a) First
 - (b) Far
 - (c) From
 - (d) Full

2. MMHU @ rediffmail. com is a :
 - (a) Web Site
 - (b) E-mail

SH – 8/1

(Turn over)

- (c) Both (a) and (b)
 - (d) None of these
3. Mobile means :
- (a) Handy
 - (b) Static
 - (c) Movable
 - (d) Any two
4. The word Xerox is a :
- (a) Photo Copy
 - (b) Name of Company
 - (c) Both (a) and (b)
 - (d) None of these
5. TV Mat pictures similar to those used in newspaper is similar to :
- (a) Balops
 - (b) Beeper
 - (c) Bill Board
 - (d) None of these
6. The time at which the programme start is called :
- (a) Air time
 - (b) Air Check

- (c) Prime Time
 - (d) None of these
7. To delete the part of the Script is called :
- (a) Cut
 - (b) Delete
 - (c) Stop
 - (d) All of these
8. A TV receiving tube is called :
- (a) Kilowatt
 - (b) Kinescope
 - (c) Lead
 - (d) None of these
9. To move the focus of Television from one subject to another is called :
- (a) Pad
 - (b) Pan
 - (c) Patch
 - (d) None of these
10. Summary or closing, especially on News shows is called :
- (a) Wrap up
 - (b) Stand up

- (c) Teaser
- (d) None of these

Group – B

(Long-answer Type Questions)

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

1. What are the process of news collection and reporting ?
2. Discuss the role of secondary data in preparing the news.
3. Discuss the media of presenting the news before the public.
4. What are the modes of communication for news media ?
5. Illustrate the principles of editing.
6. What do you mean by Desk Management ?
7. How photo editing is different from cartoon editing ?
8. Discuss the features of search engine in the E-mail.
9. What do you mean by Internet Browsing ?



2011

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

Group – A

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

1. Good news reporting requires skill and impartial attitude of reporter. Discuss.
2. Describe different types of news. What is the difference between objective news and interpretive news ?
3. What should be the essential qualities of a reporter ?
4. "Journalism is the fourth pillar of democracy" who said and why ?

5. Describe briefly the work and importance of news agencies.
6. Editing is the most responsible work in a news media. Discuss the basic principles of editing.
7. What is difference in writing for print and electronic media ?
8. Describe brief history of Yellow Journalism and its impact.
9. What do you understand by primary and secondary data ? Explain with example.
10. Write short notes on any **three** of the following :
 - (a) Freelance Journalism
 - (b) 2G Spectrum
 - (c) Press Council of India
 - (d) Interview Technique
 - (e) Follow up Story
 - (f) U. N. I

Group – B

Answer **all** question : 2×10 = 20

1. Yellow Journalism emerged from :
 - (a) U. S. A

- (b) U. K
(c) Germany
(d) None of these
2. Pulitzer prize is associated with :
- (a) Physics
(b) Literature
(c) Journalism
(d) None of these
3. To delete the part of a script is called :
- (a) Cut
(b) Del
(c) Stop
(d) All of the above
4. Which is the first Urdu Newspaper of India :
- (a) Al-Hilal
(b) Al-Belagh
(c) Jame Jahan Numa
(d) None of these.

5. Which is the first Hindi Newspaper of India :
- (a) Hindustan
 - (b) Amrit Bazar Patrika
 - (c) Nav Bharat
 - (d) Uddant Martand
6. Which one is a source of news ?
- (a) Manuscript
 - (b) Police Diary
 - (c) Postmortem Report
 - (d) All of these
7. Time at which the programme starts is called :
- (a) Air time
 - (b) Check time
 - (c) Prime time
 - (d) None of these
8. Lay out combines :
- (a) Photo and print item
 - (b) Sub-editor and composer
 - (c) Page and printing
 - (d) None of these

9. PTC in print media stands for :

- (a) Part time correspondent
- (b) Part time commercial
- (c) Part time composer
- (d) None of these

10. Mobile means :

- (a) Handy
- (b) Static
- (c) Unseen
- (d) None of these

