

**B.A. (JOURNALISM & MASS COMMUNICATION) – 3<sup>rd</sup> SEM. EXAMINATIONS;  
NOVEMBER/DECEMBER 2016**

(SUB.: PUBLIC RELATIONS; PAPER CODE: 10010301)

**TIME: 03:00 Hrs.****Max. Marks: 80****Instructions:-**

1. Write your Roll no. on the Question paper.
2. Candidate should ensure that they have been provided with the correct question paper. Complaints in this regards, If any, should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. Attempt all questions. Parts of a question should be attempted in sequential order. Marks are indicated against each question.
4. Draw Diagram wherever required.

**PART-A****Q.1. Write a short note :****(10x2=20)**

- a) Press Kit
- b) Press Release
- c) Lobbying
- d) Propaganda
- e) PR practitioners
- f) House Journal
- g) PR techniques
- h) Emerging trends in PR
- i) Public opinion
- j) Internal Publics

**PART-B****Q.2. Attempt any five questions from the following:****(5x4=20)**

- a) Explain the functions and scope of Public Relations in the Indian context.
- b) Distinguish between Public relations and Advertising.
- c) Give a detailed note on the stages in Public Relation process.
- d) Discuss the various qualities of a successful PRO.
- e) What role can PR play in customer Relation? Discuss the tools that one can use for customer communication.
- f) Discuss the organizational structure of PR department in Public and Private sector.
- g) Write a brief note on the corporate identity and image building.

**PART-C****Q.3. Attempt any four questions from the following:****(4x10=40)**

- a) Most of the changes in the media in last two decades have been technology driven. Discuss how this can help PR in reaching out to its various publics more effectively.
- b) What do you understand by the term 'Public'? How it is different from Public relations.
- c) Trace the history of Public Relations in India highlighting the role of Public Relations Society of India.
- d) Law and ethics go hand in hand. Describe the code of ethics adopted by the Public Relation Society of India.
- e) Crisis Management is a very important function of PR. Explain with examples.

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**B.A. (JOURNALISM & MASS COMMUNICATION) – 3<sup>rd</sup> SEM. EXAMINATIONS;  
NOVEMBER/DECEMBER 2016**

(SUB.: BASICS OF RADIO PRODUCTION; PAPER CODE: 10010303)

**TIME: 03:00 Hrs.****Max. Marks: 80****Instructions:-**

1. Write your Roll no. on the Question paper.
2. Candidate should ensure that they have been provided with the correct question paper. Complaints in this regards, If any, should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. Attempt all questions. Parts of a question should be attempted in sequential order. Marks are indicated against each question.
4. Draw Diagram wherever required.

**PART-A**

- Q.1. Write in about 50 words on any FIVE of the following: (5x3=15)**
- a) Radio Program Rating
  - b) Phone-in & Phone-out
  - c) Teasers
  - d) News capsule
  - e) Voice dispatch
  - f) Radio Jingles
  - g) Sound effects
  - h) Vox Pop

**PART-B**

- Q.2. Write in about 100 words on any four of the following: (4x5=20)**
- a) Audience Research in radio
  - b) Copy with sound effects
  - c) Compiling radio news program
  - d) Air code of ethics
  - e) Radio panel discussion
  - f) Radio magazine

**PART-C**

- Q.3. Write in about 200 words on any three of the following: (3x15=45)**
- a) What is a radio interview? Discuss different types of radio interview. Prepare a questionnaire for a radio interview with a celebrity of your choice.
  - b) What is a radio play? What is the importance of sound effects in making a radio play live?
  - c) Prepare a script for a radio feature on "Digital India".
  - d) Discuss the organizational structure and management of AIR.
  - e) Write a radio news voice dispatch on anyone of the following:
    - i. Indo Pak Relations
    - ii. Sale of Chinese products in India
    - iii. Terrorist attacks in India
  - f) "Writing for radio is different as compared to other forms of media." Discuss giving examples from the radio program you have heard.

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Sr. No. 8418

Roll No. \_\_\_\_\_

**BA. (JOURNALISM & MASS COMMUNICATION)-3<sup>rd</sup> SEMESTER EXAMINATION:  
NOVEMBER/DECEMBER-2016  
(SUB.-NEW MEDIA; PAPER CODE-10010305)**

**Time: 03:00Hrs**

**Max. Marks: 40**

1. Write your Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with the correct question paper. Complaints in this regard, if any should be made within 15 minutes of the commencement of the exam. no complaint(s) will be entertained thereafter;
3. Attempt all questions. Parts of a question should be attempted in sequential order. Marks are indicated against each question.
4. Draw the diagram wherever necessary.

**PART-A**

**Q1. Write short notes on any four of the following (80 words):-**

**(4x5=20)**

- a) WAN
- b) Virtual Reality
- c) Cyber Space
- d) Global Citizen and New Media
- e) Media Convergence

**PART-B**

**Q2. Attempt any two questions from the following (150 words):-**

**(2x10=20)**

- a) Impact of New Media in the age of globalization.
- b) Ethical and legal considerations in global media environment.
- c) Various forms of new media and their use in transmitting information.

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Sr. No. 8419

Roll No                     

**B.A. (JOURNALISM & MASS COMMUNICATION) – 3<sup>rd</sup> SEM. EXAMINATIONS;  
NOVEMBER/DECEMBER 2016  
(SUB.: ENVIRONMENTAL STUDIES; PAPER CODE: 10010306)**

**TIME: 03:00 Hrs.**

**Max. Marks: 80**

**Instructions:-**

1. Write your Roll no. on the Question paper.
2. Candidate should ensure that they have been provided with the correct question paper. Complaints in this regards, If any, should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. Attempt FIVE questions in all. Q.1 is compulsory. Students are required to attempt FOUR questions from Q.No. 2 to Q.No 9 Marks are indicated against each question.
4. Draw Diagram wherever required.

- Q.1. Write short notes on: (4x5=20)**
- a) Food chain
  - b) Nuclear accidents
  - c) Biodiversity
  - d) Urban waste

**Attempt any FOUR questions:**

- Q.2. What is Environmental Pollution? Discuss the causes and effect of water pollution? (15)**
- Q.3. Discuss the multidisciplinary nature of Environmental Studies. (15)**
- Q.4. Explain the meaning of the term 'ecologically sustainable' with particular reference to how it applies to this decision. (15)**
- Q.5. Discuss the urban and industrial pollution? Enlist their effects and suggest solutions for them. (15)**
- Q.6. What are natural resources? Discuss the role of an individual in conservation of natural resources? (15)**
- Q.7. Discuss : (3x5=15)**
- a) Consequences of high population growth
  - b) Solar energy
  - c) Energy flow
- Q.8. What is Acid Rain? Discuss its consequences and how it can be prevented? (15)**
- Q.9. What is an Ecosystem? Explain any one ecosystem by discussing its various components? (15)**

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