2012

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: \(15 \times 4 = 60\)

1. Define journalism. Discuss its nature.

2. Journalism in India was mission before Independence but industry after Independence. Discuss

3. Changing technology has changed the face of journalism also. How?

CW - 1/3

(Turn over)
4. Describe briefly the different mediums of mass communication.

5. Rural journalism has become very important in India. Why?


7. What is a society? How it constitutes?

8. Write brief notes on any three of the following:
   (a) Inter personal communication
   (b) Intra personal communication
   (c) Folk media
   (d) Traditional media
   (e) Sports journalism
   (f) Website

**Group – B**

Answer all questions.

9. Select the correct answer of the following:
   \[2 \times 10 = 20\]
   (a) Pulitzer Prize is given for:
      (i) Literature

CW – 1/3 (2) Contd.
(ii) Sports
(iii) Journalism
(iv) None of the above

(b) punctuation is the portion of language in:
(i) Written
(ii) Spoken
(iii) Both (i) and (ii)
(iv) None of the above

(c) Who was Karl Marx?
(i) President of Russia
(ii) President of U.S.A.
(iii) Founder of Communism
(iv) Founder of Capitalism

(d) Das Capital was written by:
(i) Robinson
(ii) Marx
(iii) Lenin
(iv) None of the above

CW − 1/3 (3) (Turn over)
(e) New name of Samacher Bharti is:
   (i) Bhasha
   (ii) Univarta
   (iii) Hindustan
   (iv) None of the above

(f) Sir Syed Ahmad Khan was the founder of:
   (i) P. U.
   (ii) A. M. U.
   (iii) B. H. U.
   (iv) None of the above

(g) Who is not a journalist:
   (i) Kuldeep Nayar
   (ii) Khushwant Singh
   (iii) Veer Singhvi
   (iv) M. K. Birla

(h) Who is a journalist?
   (i) M. J. Akbar
   (ii) Ishrat Alisiddiqui

CW – 1/3 (4) Contd.
(iii) Both (i) and (ii)
(iv) None of the above

(i) Which is not a Hindi newspaper?
   (i) Hindustan
   (ii) Navbharat
   (iii) Amrit Bazar Patrika
   (iv) All of the above

(j) Which is not an Indian News Agency?
   (i) PTI
   (ii) UNI
   (iii) Warta
   (iv) AFP