2008-09

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
खण्ड – अ
(Compulsory)
(अनिवार्य)

Answer all questions : 2×10 = 20
सभी प्रश्नों के उत्तर दे :

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

EL – 28/1               (Turn over)
(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

EL - 28/1  (2)  Contd.
(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 दे:

2. Define 'News'. What are its main elements? Describe it.  15 'समाचार' को परिभाषित करें और इसके मुख्य प्रतिबिंब 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।

EL – 28/1  (3)  (Turn over)
6. What is 'Advertising Agency'? Discuss its working.

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

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

9. Write short notes on any two of the following:
   \[ 7 \frac{1}{2} \times 2 = 15 \]
   (a) Freelance Journalism
   (b) Press-conference
   (c) Publicity
   (d) D. A. V. P.

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

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EL – 28/1 (50) (4) BJ/0103/09 – III
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  

SH – 3/2  (2)
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 \hspace{1cm} (3) \hspace{1cm} (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 Newspaper 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.
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: \(15 \times 4 = 60\)

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.


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:**

   \[2 \times 10 = 20\]

   1. “Stringer” means:

   (a) Printer
   
   (b) Editor

   KM – 3/2 (2)

   Contd.
(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 newspaper:
   (a) Owner

KM – 3/2 (3) (Turn over)
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 helpful 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