

# Model Questions Paper For

## JOURNALISM & MASS COMMUNICATION (HONS)

Part –I

Paper – I

Module : 1

### Reporting

Marks- 10

1. What are the procedures for writing a news report? Is collection of news determined by this procedure?-Discuss.
2. In print media use of use of photographs has increased remarkably. What are the reasons? Explain with arguments.
3. While deviating from basic guidelines for presentation of news, get more importance and opinion have become indispensable. Discuss your opinion on this.
4. The traditional news values are taking back seat as the characteristic of tabloid journalism are taking over newspaper-Do you agree with tis statement? Give reasons for your answer
5. What are the difference between news ‘source’ and news ‘beat’? Give a brief note on beat reporter
6. ‘Journalists are gatekeepers of information’. Do you agree? Does this gatekeeping obstruct free flow of information?
7. Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples
8. What is the difference between In-depth news story and feature stories? Discuss the difference with reference to the principles of feature writing. Illustrate with examples
9. Define news Discuss the main elements of news
10. What do you mean by news values? Is it added within the four walls of a news media? Illustrate your answer
11. Is the elements of news at least three are most important. Identify these elements with your explanation for importance.
12. Reporters are eyes and ears of a media organization. Do you subscribe to this view? Illustrate your answer giving the job of a reporter.
13. Explain the important features of column writing.
14. Discuss the difference between news as information, education, and entertainment with examples
15. Live coverage has made news a24 hours business. Discuss the elements of news in the context of globalized world
16. News about environment and other social problems should get more importance in news media. What is your opinion?

17. Recently there has been a spurt in specialized reporting. Do you agree? What are the major areas of specialized reporting generally found in the newspaper?
18. . . ‘Interest is an important element of news’. Can this statement define news? Discuss with examples.
19. What do you understand by news values? Do they play significant role in selecting news for the newspaper? Explain.
20. Do you think news sources make news? Discuss with examples the importance of news sources in making news.
21. Describe the duties and functions of parliamentary correspondent.

**Short Notes :-**

**Marks- 5**

- A) Special Correspondent
- B) Chief Reporter
- C) News Beat
- D) News Source
- E) Element of News
- F) Parliamentary Correspondent
- G) Photo Journalism
- H) Caption
- I) Feature
- J) District Correspondent

1. What is investigative reporting? Do you feel its need in modern news writing? Give your views stating in which areas of reporting its presence is now widely felt.
2. Page 3 reporting has become very popular among young generation. Account its growing popularity.
3. "public affairs reporting keeps the citizens well informed". Do you subscribe to this view. Explain
4. Discuss briefly about environmental reporting.
5. What is investigative journalism? Discuss with examples.
6. Critically examine the limitations of appearing neutral in situations where for example human rights have been violated. Describe how objectivity is achieved in news reporting.
7. Can celebrity life style stories be covered as news items or should this be described as sensationalism? Discuss.
8. Discuss the role of the media in creating environmental awareness and its success or failure as a watch dog with reference to at least two recent examples.
9. An ideal interview is said to be the midway between monologue and dialogue. Discuss how a reporter can successfully negotiate this way while taking a news interview.
10. What do you know about page 3 journalism? Do you think yellow journalism is staging a comeback through page 3? Give your views.
11. Democracy can be measured by the quality of political and human rights reporting.- Discuss
12. What is investigative journalism? Discuss the qualities of an investigative reporter.
13. News has become more interpretative with the growth of 24 hours news television. Discuss the value of interpretation to the public
14. Film and sports have become mainstream news. Discuss this change with reference to the recent examples.
15. Given an opportunity to write a column in a newspaper, what subject will you choose. explain the reason behind your choice

**Short Notes :-****Marks- 5**

Women oriented special feature	Human interest Report
Book Review	Financial Reporting
Crime Reporter	Sports journalism
Science Reporting	Art & Culture Review
Human Right Report	Columnist
Page 3	News Interview
Investigative journalism	Yellow Journalist

## Editing

### Paper I

#### Module : 3

Marks – 10

1. What is 'editing'? What are the main aspects of editing? Discuss briefly the role of chief Sub Editor in editing newspaper?
2. "The function of 'lead' in news is to get readers' attention and lure them into the story" – Do you agree with this statement? Is the character of lead undergoing changes recently?
3. "A Headline that heads a report highlighting the news in it."- Does it convey the real meaning of Headline?
4. Discuss briefly the principles of news editing. What role does a chief sub editor play in making of a newspaper?
5. "Headlines perform the functions of indexing, summarizing and advertising the news story." Explain.
6. Can a story begin without intro? Does the intro go against literary writing? What is its importance in news communication? Discuss
7. "The headline is bait and the body a trap, and once the reader takes the bait and falls into the trap he will be in the wonderland of news." Do you support this view? Has there been any change in composing the headline for newspapers?
8. "The most useful man of a newspaper is one who can edit". Does editing determine the quality of newspaper production? What are the principles of copy editing?
9. Describe briefly the duties and responsibilities of the chief Sub editor of a daily newspaper.
10. What is cartoon? Is it losing importance now-a-days?
11. News Editor is the number one man in a news room. Elucidate.
12. Ticking the 'T's and dotting 'I's is not the job of sub-editors alone. Discuss in this context the job of sub-editor.
13. The 'desk' comprising News Editor, Chief Sub-Editor and Sub-Editor, is crucial to the production of a newspaper or magazine. Discuss the role and responsibilities of these functionaries in newspaper production.
14. Do you think that the re-writing desk is absolutely essential at any newspaper office?

#### Short Note

Marks- 5

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|-----------------------|-----------------------|---------------------|
| 1. Streamer headline. | 2. News editor        | 3. Lead             |
| 4. Intro              | 5. Editor             | 6. News coordinator |
| 7. Cartoon            | 8. Sub-Editor         | 9. Re-writing       |
| 10. News desk         | 11. Last city edition |                     |

## Module – 4

**Marks- 10**

1. Why newspaper page make-up is giving so much importance on application of technology?
2. What criteria should be followed by the copy editor for selection of news in media? Express your opinion.
3. Every media follows a definite policy for editing news. What's your opinion.
4. What is the difference between editing a daily newspaper and a periodical?
5. Discuss briefly the techniques of editing news agency copies for a newspaper. Does the policy of a newspaper have any influence on it?
6. "Editing is necessary to make the news pictures more meaningful" – Explain. Is the importance of graphics increasing along with news pictures?
7. Does page planning reflect news planning? Is there any attempt to pursue the readers? What are the basis principles of front page-make up?
8. Layout and page planning 'frames' the news. Discuss how graphics photograph cartoons contribute to the display and presentation of news.
9. Editorials reflect the opinion of the newspaper. Columnists offer independent opinion that could conflict with editorial opinion. Discuss the freedom to advocate any idea or action in the context of the freedom of the press.
10. A photograph tells more than a thousand- word. Do you agree? Give answer detailing the need for photography in journalism and the qualities of a photographer.
11. The front page or the edit page – which one of the two represents the attitude of a newspaper?
12. You have been given the charge of Sunday Magazine section of a newly launched daily from Kolkata. Describe your plans to make it attractive and a good read.

### Short note

**Marks – 5**

1. Circus make up
2. Typography
3. Front page of daily
4. Magazine editing
5. Proof reading
6. Picture editing
7. Copy testing
8. Magazine layout
9. Editing news agency copy
10. Third editorial
11. Graphics
12. Agency copy

# History of Indian Journalism

## Paper – II

### Module -1

**Marks- 10**

1. Did the Sreerampore Missionaries contribute to the growth of Indian journalism. Evaluate the role of missionaries in Indian journalism.
2. What prompted Serampore Baptist Missionaries to start Indian Journalism rolling? Discuss their contribution to Indian journalism.
3. Give your comment on the role of Serampore Baptist Missionary in Indian journalism.
4. ‘The Calcutta Journal catered primarily to the progressive English opinion in the country but its influence must have penetrated into a widening circle of Indian’. Do you agree with the statement? Did it play any role towards the growth of public opinion in India.(05,07)
5. Make a comparative assessment of the journalism of Hickey and Buckingham. Comment on their contribution to the growth and development of journalism in India.
6. Can James Augustus Hickey be described as the father of Indian Press? Did Hickey initiate the struggle for the freedom of the press?
7. Hickey initiated the struggle for the freedom of the press. Do you support this view? Enumerate Hickey’s role in the Indian journalism.
8. Do you think Hickey laid the foundation of Print journalism in India? Give your reasons.
9. “James Augustus Hickey is regarded as the father of Indian journalism “ – Discuss.
10. Compare J.A.Hickey and J.S.Buckingham in developing Indian journalism.
11. Discuss the initiative of J S Buckingham that provided impetus to Indian journalism.
12. James Silk Buckingham was the forerunner in publishing daily newspaper in India. – Discuss.

13. Metcalfe held that the 'press ought to be free if consistently with the safety of the state it could be' – Does the statement of Metcalfe support his actions to ensure freedom of the press in India .Discuss.
14. Do you think that Metcalfe liberated the Press in India? Explain the role of Metcalfe in Indian journalism.
15. Critically discuss the role of Charles Metcalfe in liberating Indian press once severely gagged by the Adam's Regulation.
16. Charles Metcalfe was the flag bearer of the freedom of press. Illustrate.
17. Discuss the role of Charles Metcalfe as the liberator of the Indian Press.
18. Adam's Regulation Act was a draconian law to choke the voice of the press. Discuss.
19. Did Keshav Chandra Sen pursue journalism as a mission or profession? Give answer in the context if the journals published under his patronage.
20. The trends of journalism set by Raja Rammohan Roy influenced the reformist movement in India. – Explain.
21. Why did Rammohan Roy close down Mirat – ul- Akhbar? What were the changes Rammohan Roy had brought in Indian Journalism?
22. 'Raja Rammohan Roy inaugurated the modern age' – Do you agree with this opinion? Discuss.
23. Raja Rammohan Roy was the first man to fight for the freedom of press in India. In which context he had to launch this struggle? Discuss the social reforms he wanted to bring about through free public expression.
24. Rammohan Roy initiated the social reform movement in the 19<sup>th</sup> Century India, through his newspapers. Do you agree with the view? Also discuss in this context, Rammohan's connection with James silk Buckingham.
25. Discuss the role of Harish Chandra Mukherjee in inspiring peasant movement in Bengal.

26. "Harish Chandra Mukherjee was called the father of native journalism in India." Do you agree with the statement? How do you view the growth of native journalism in India? Answer with arguments.
27. Did Hindu Patriot promote the causes of indigo movement? Do you think that it influenced the government to constitute Indigo commission? Discuss.
28. Do you agree with the view that Harish Chandra Mukherjee's journalistic activities gave the birth to nationalist consciousness in India? Also discuss in this connection the role of Harish Mukherjee in the first war of Indian Independence.
29. With Harish Chandra Mukherjee the Indigo movement was transformed into peasant rebellion. Do you agree with this view? Explain this statement mentioning the contribution of Hindu Patriot.
30. "Harish Chandra Mukherjee was fearless journalist" – Do you subscribe to this view? Elaborate.
31. Harish Chandra Mukherjee was the foremost nationalist editor in the post 1857 period in India. Elucidate.
32. "Indian press in the 19<sup>th</sup> Century had time and again been gagged by the colonial authority" – Justify this statement by mentioning the contribution of Hindu Patriot.
33. Derozians played important role in Indian journalism. Do you agree? Explain this statement mentioning two journals they were associated with.
34. What was the contribution of the Derozians to the Indian journalism? Explain.
35. What are the contribution of Young Bengal Society to Indian Journalism?
36. Critically estimate the role of Young Bengal Movement in Journalism.
37. What are the contributions of Sambad Prabhakar and Iswar Gupta in the field of Bengali journalism.



38. Sambad Prabhakar is credited for inspiring budding writers and remaining nearer to Indian soil. Discuss the role of Iswar Chandra Gupta on these two perspectives.

39. “The Tattavodhini Patrika had a unique place in the field of our cultural awakening” – Explain.

**Short note:**

**Marks- 5**

Somprakash (05, 07)

Derozians

Sambad Kaumudi

Iswar Chandra Gupta

Hindu Patriot

Keshav Chandra Sen

James Silk Buckingham

Samachar Darpan

Sambad Prabhakar

Sreerampore Missionaries

Charles Metcalfe

Tattabodhini Patrika

Harish Chandra Mukherjee

Akshay Kumar Dutta

Mirut-ul-Akbar

Tatwobodhini Patrika

Bengal Gazette

Adam’s Gagging Act

## Module – 2

**Marks- 10**

1. Give a brief history of Radio broadcasting in India. Analyse with examples the contribution made by Akashvani in the economic and social development of the country in the first three decades after independence.
2. “The Indian Press was anti –government but it was not always anti-British”- Does the statement reveal the true identity of the Indian Press at a particular time? Justify your answer with arguments.
3. Enumerate the contribution of Indian Television in spreading the message of socio-economic development in post – independent India.
4. Critically analyse the contribution of Amrita Bazar Patrika in the growth of Indian nationalism.
5. What were the measures taken by the British Government to control the vernacular press in India? Discuss.
6. Do you think the news agencies enriched the news coverage of the Indian press? Justify your answer.
7. Discuss the significance of the role of Gandhiji as a journalist.
8. Discuss the role played by Amrita Bazar Patrika in spreading the nationalist movement in India.
9. Enumerate the contribution of Indian Radio in spreading the message of socio-economic development in post independent India.

10. The mission of Amrita Bazar Patrika was to awaken the people and to kindle in them the fire of patriotism. Do you agree with the statement? Explain the role of the Patrika in the context of VP Act.
11. Discuss the development of Indian News Agencies in India. Do you think that there have been remarkable changes in the functioning of news agencies in the post – independent era?
12. Did Indian Radio provide support to the socio–economic development of India? Discuss with examples.
13. Give a brief account of Gandhi’s contribution in the development of Indian Journalism from ‘Indian Opinion’ to ‘Harijan’.
14. Discuss the role of Doordarshan in the socio economic development of India. Do you think that Prasar Bharati reflects government’s intention to liberalise Indian media market?
15. Briefly discuss the role of All India Radio in independent India. Do you think Prasar Bharati is nowadays facing stiff competition from private FM radio stations?
16. Vernacular Press Act was a draconian act enacted to stifle nationalist Press in India . Discuss.
17. Discuss the journalistic contribution of Mahatma Gandhi in the freedom movement of India.
18. Draw an outline of development of Indian news agencies in post-independence era.
19. Discuss the history of Radio in pre-independence era.
20. To avoid a British law Amrita Bazar Patrika played a significant role in the history of Indian journalism.
21. Write about the contributions of Surendranath Banerjee in Indian Journalism.
22. Write about the evolution of the news agencies during the post independence period.

23. Discuss about the development of Television in India.
24. Discuss the history of Radio in India.
25. What prompted the British rulers to introduce Vernacular Press Act ? Explain.
26. Mahatma Gandhi is one of the greatest journalists of India. Do you agree ? Illustrate your answer.
27. Write about the development of the Indian news agencies during the pre independence period.
28. In which decade of the last century did the modern history of Indian Television make its beginning? Discuss in this context the phases the Indian television has gone through.
29. Briefly discuss the inception of The Statesman and its initial journey.
30. The role of Amrita Bazar Patrika was daring the British rule in India – Elaborate.

**Short note:**

**Marks- 5**

Gandhi as a journalist	The Hindu	All India Radio
The Bengalee	P.T.I.	Swadhinata
Ananda Bazar Patrika	A.P.I.(06,08)	Vernacular Press Act
Harijan	News Agencies	Amrita Bazar Patrika
Jugantar	The Times of India	50 years of Television in India
Subhash Chandra Bose in Journalism		
Surendranath Banerjee's contribution to Journalism		
Rabindranath Tagore's contribution of Journalism		

# **Mass Communication**

## **Part - II**

### **Paper III**

#### **Module 1**

**Marks- 10**

1. Describe different definitions of mass communication .Explain with illustration the recent scenario of mass media of India.
2. What is interpersonal communication? Compare the message and audience characteristics of interpersonal communication with mass communication.
3. Mass media can help shape the culture of an urban society. Do you subscribe to this view? Give examples from your surroundings.
4. What is normative theory of Mass communication? Discuss one of the popular normative theories. Compare it with the Functional Theory of Mass Media.
5. Define mass communication. Do you think the mass media are being controlled by the owners? Justify your answer with arguments.
6. “When we communicate we try to establish commonness with someone.” What does commonness signify? Explain the communication process in the light of the above statement.
7. Have the mass media brought about a transformation in the behavior of people? What is your view? Examine the role of media in the modern society
8. Critically discuss social scientific theory of mass media.
9. What is feedback? Does feedback help make the communication process successful? Discuss with examples.
10. Define communication. Do you think that communication plays a role in the socio economic development of country?
11. What is mass society? Does it reflect mass culture? Explain.
12. What is mass communication? Discuss its role and importance in society.
13. What is meant by normative theory? Discuss the four major normative theories.
14. Define Mass communication with appropriate references. How do mass media usually communicate with the targeted mass? Explain.
15. Define characteristics of mass society as explained by Denis McQuail. Do you think mass media influence mass culture ? Explain briefly.
16. Briefly explain Hypodermic Needle theories.

17. Explain the role of opinion leaders in two step flow model. Give appropriate examples for both answers.
18. Briefly explain normative theory of communication. Discuss the two relevant models in the context of normative theory.
19. Define communication. Does it always correspond to the mass? Define Interpersonal communication with examples.
20. Define communication. Discuss briefly different types of communication with examples.
21. Explain media effect both in short term and long term perspectives. Explain 'Users and Gratifications' model in this context.
22. What is mass culture? Do you think mass media produce mass culture? – Explain with suitable examples.
23. Briefly describe the normative theories. Do these theories have any relevance in the age of globalization?
24. What do you understand by Media Dependency Model? Explain.
25. Explain Agenda Setting theory of mass media in Indian media perspective.
26. What are the common parameters involved in the classification of communication from Intra to mass communication process? Define Mass Communication with suitable examples.
27. Briefly discuss mass society. Do you think only mass media creates Mass Society? Give suitable examples.
28. Briefly discuss major contribution of Frankfurt critical media studies with suitable examples.
29. Explain Marxist view of media society relationship. Can Frankfurt Cultural studies be considered a Marxist School? Briefly explain.
30. Define Mass Communication. Is mass communication based only on transmission of information? Explain information society in terms of mass communication.
31. Briefly explain 'normative theories of mass media. Do these theories have any justification in the contemporary era of globalization?

**Short note:**

**Marks- 5**

Normative Theory

Gate keeping

Interpersonal Communication

Agenda Setting

Two step flow of communication

Group communication

Uses and gratifications theory

Mass Society

Information Society

Mass Culture

Functionalism

Mass Media

Cultivation Theory

Role of mass media in development

## Module – 2

Marks- 10

1. Does the model of Schramm give any new dimension in the theory of communication? Critically discuss.
2. “It is not important what you show on TV. It is important how you show it” Do you think that the motive behind this statement is to create a common TV culture throughout the world.
3. What is Dominant Paradigm? Is this paradigm at present relevant to solving the social economic problems of the developing countries?
4. Why FM Channel is so popular? Do you think that this channel has brought remarkable changes in the radio broadcasting system of India? Discuss.
5. Illustrate Harold Laswell’s model of communication. How far it can validate an election campaign. Give your views in the context the recent West Bengal Assembly Poll.
6. Sean Mac Bride Commission has acknowledged imbalance in the global news flow. Discuss how does it exists.
7. Cable TV Channels of late have become popular. Do they boost up consumerism?
8. Critically analyze the Dominant Paradigm of Mass Communication Research.
9. Harold Laswell has identified three major function of mass communication. Describe the functions with examples. Do you think these functions can give complete picture of mass communication?
10. TV talk shows have become very popular these days. Do you agree? Describe the plan of a talk show in detail.
11. What is the importance of models in communication? Briefly describe the Shannon Weaver’s model.
12. Do you think the relevance of print media is decreasing with the increasing popularity of audio-visual and new media? Discuss with examples.
13. Give a short critique of dominant paradigm of development. Point out its limitations.
14. Define Information Society. Do you believe people live in a global information society in the 21<sup>st</sup> century? Give suitable examples.

15. Do you think technology largely influences media content? Establish your view with special reference to Reality Show.
16. Westley- Maclean's mass communication model is an extension of Newcomb's triangular model.- Explain.
- 17.. Define Development communication. Explain the role of radio and TV in India's development.
18. Briefly explain Information Society. What is the role of media in this society?
19. "Newcomb's triangular model basically represents linear mass communication model" – Explain with reasons.
20. What is the importance of models in communication? Briefly describe the Harold Laswell's model.
21. Briefly discuss the evolution of technology in Indian Television transmission from local transmitters to the contemporary DTH technology. Also explain the logic of the need of such technological development in Television.
22. Briefly discuss Cultivation Theory and model. Also explain the long term media effect as discussed in the model with examples.
23. Briefly explain the mathematical model of communication. What are the shortcomings of this model?
24. Define Development Communication. Is it development of communication or communication for development? – Explain with examples in Indian context.
25. Elaborate 'Dominant Paradigm' of Communication with suitable examples.
26. Explain with suitable examples how 'technological revolution' has increased the reach and influence of mass media.
27. Briefly explain the gate keeping process in mass communication with a suitable model.
28. Briefly explain the Propaganda model. How the role of global media has been established in this model? Do you endorse the view?
29. Briefly establish the basic differences between Dominant and development Paradigms of communication.
30. Do you think the basic principles of Wilbur Schramm's interpersonal model and David Berlo's communication model are same? Briefly explain. What are the basic differences between these two models?



**Short note :**

**Marks- 5**

Multimedia

FM Channel

International Communication

Globalization of Media

SITE

Audience Research

AIR

Development communication

Communication model of Westley Maclean

Global village

Importance of internet as a mass medium in India

Cable TV

Dominant Paradigm

Two step flow model

David Berlo's model

Laswell's Linear model

Diffusion of Innovation

Aristotle's Classical model

Wilber Schramm's Model

Newcomb's model

Imbalance in the news flow at the International Level

# Media Management & Law

## Paper – III

### Module :3

### Marks-10

1. There are different ownership patterns in newspaper industry. Is there any change in recent times?
2. What do you understand by Public Service Broadcasting? Critically evaluate the role of radio as Public Service Broadcaster and also its effort to earn revenue.
3. The autonomy of Akashbani and Doordarshan could not brush aside the remote control of ruling party at the Centre. Do you subscribe to this view? Illustrate your answer with examples.
4. Discuss the advantages and disadvantages of any three ownership patterns in Indian newspaper industry of your choice.
5. What, according to you, are the two most important departments in newspaper organization? Give reasons for your rating.
6. Discuss the emerging ownership pattern with respect to cross-media ownership.
7. As a circulation manager of an electronic media what steps will you take of increasing revenue?
8. What is dual economy of a newspaper? Does it contribute to the success of newspaper?
9. Do you think that the department of newspaper is in process of rapid change? Does advertise department have any influence on editorial department?

### Short note:

### Marks- 5

1. F.D.I in India
2. Marketing management in newspaper
3. DTH
4. SITE
5. ABC
6. NRS
7. Public service in newspaper
8. Monopolization in news media
9. TRP
10. Cable TV Regulation Act

## Paper – III

### Module – 4

Marks- 10

1. What is press freedom? Can this press freedom be absolute? Do the press laws restrict this freedom? Answer with arguments.
2. Do you think that the recently passed Act in Parliament on freedom of information has widened the scope of freedom of information in India? Discuss.
3. Do you think that Contempt of Court Act can put hindrances to the operation of the independent press? Discuss referring the provisions of the Act and current examples.
4. Describe the major provisions of the Right to Information Act 2005. In what ways will this act of use to the journalists?
5. Briefly discuss the Right to Information Act.
6. Does RTI Act ensure freedom of citizens for getting what they require? Discuss.
7. What is defamation? Distinguish between libel and slander? When is a journalist accused of the charge? What are the exceptions to this law?
8. Elucidate the Parliamentary Privilege Act 1956. Why was this act passed by the parliament?
9. What do you understand by journalistic ethics? Briefly enumerate the Code of Ethics formulated by the Press Council of India.
10. Is freedom of information related to freedom of the Press? Does the Indian Constitution provide guarantee to this freedom?
11. Is there any conflict between the operation of the Independent Press and Contempt of Court Act? Give your answer in the context of the contempt laws in India.
12. Do you think that the Press in India has by and large been able to assert its freedom as an institution? Give reasons for your answer.
13. What are the basic things that a reporter needs to keep in mind while filling a report on communal riot? Briefly discuss.
14. What is the composition of the Press Council of India? Is it a toothless tiger?
15. Discuss the Working Journalist Act in detail.
16. What is defamation? What are its exceptions? Explain.
17. Define defamation. Do you think defamation act affects freedom of press in India?
18. What is freedom of information? Is it related to the freedom of press?
19. Can Press Council ensure independent functioning of the press? Explain.
20. Briefly discuss the role, constitution, and responsibilities of Press Council of India.
21. Discuss critically the role of the First Press Commission as a guideline for functioning of mass media in independent India. Explain its important recommendations.
22. Briefly explain the recommendations of the First Press Commission. Do you think First Press Commission could successfully promote freedom of press in India.
23. Briefly discuss the Official Secrets Act with appropriate examples.

24. Explain the Official Secrets Act.
25. Do you think 'sting operation' suitably follows the prescribed notions of journalistic ethics? Critically discuss. Briefly explain the code of ethics of journalism.
26. Critically discuss the impact of the recommendation of the Second Press Commission.
27. What do you understand by freedom of press? Is it recognized in Indian Constitution? Do you think that the Indian media enjoy the freedom of press?
28. Explain Code of Ethics in Indian Journalism . Do you think yellow journalism overrules such code of Journalistic ethics? Explain with examples.
29. Briefly explain contempt of court with suitable examples.
30. Explain Freedom of Press with examples. Do you think freedom of press has been established in India? – Justify your answer.
31. Explain Right to Information Act with examples.
32. Analyse the recommendations of two Press Commissions in India.

**Short note:**

**Marks- 5**

Defamation	Ombudsman	Code of ethics of Journalism
First Press Commission	Freedom of Press	Article 19(1A)
Contempt of Court	Press Council of India	Official Secrets Act      Media Ethics
Copy Right Act	Right to Information	Second Press Commission
Journalistic Ethics	Cable TV Regulation Act	Working Journalists Act

# National Affairs & International Affairs

## Part – III

### Paper – V

#### Module : 1

Marks -10

1. Discuss the powers and position of Prime Minister of India. What should be his idea in a heterogeneous coalition government?
2. Industry versus agriculture has recently raised controversy throughout the nation despite the fact that industry is acknowledged as a necessary element to economic progress. Give your view.
3. Discuss the emergence of Coalition Politics in India in the last two decades.
4. The role of Governors has been widely debated in the recent past. Outline the different aspect of issue which has been the part of public debate.
5. Indian economy has grown by over 8% in the last few years. Discuss its impact.
6. What are the chief features of local self-Governments in India?
7. Coalition politics has become an integral part of the Indian political system. Do you agree with the statement? Describe the role of major political parties towards a multi-party government.
8. Briefly describe the emergency power of the President of India.
9. What are the main objectives of the eleventh five year plan? Explain.
10. Describe the fundamental rights of the Indian citizens guaranteed by the Constitution of India. Can these rights be enforced in the court of laws?
11. In the scenario of global economic recession, discuss the current economic development of India.
12. ‘ Demand for a separate state has become a regular phenomenon in India’. Elucidate this statement with examples.
13. Analyse the role of judiciary in India in recent context.
14. Do you think that Indian Constitution has enough safeguards for the protection of individual right? Explain.

#### Short Note

Mark – 5

1. Speaker
2. Local self-government
3. Five years plan
4. Election commission
5. Presidential form of Government
6. Economy survey 2007
7. Panchayats
8. Preambles to the constitution of India
9. Parliamentary Committees
10. Planning Commission
11. Supreme Court of India
12. Freedom of speech and expression
13. Chief minister
14. RTI

15. SEZ

## **Paper –V**

### **Module- 2**

**Marks -10**

1. What is New World Information Order? What contribution did NANAP make in establishing New World Information Order?
2. Do you think that SAARC as a forum can help dilute the irritants of Indo-Pak relation? Discuss in this context the outcome of the last SAARC summit.
3. What is diplomacy? How it can be made effective for better relations among nation?
4. NICO is a utopia. Do you agree? Give your critical views.
5. Do you think India's claim to a permanent seat in the UN Security Council is justified?
6. What is India's official position on Tibet? How has it impacted Indo-China relation?
7. "The emergence of New Media has made organizations like the Non Aligned News Agency Pool irrelevant". Do you agree with this statement?
8. Discuss UNESCO's contribution in promoting the use of Information and Communication technologies in the last two decades.
9. "There is more to Indo-US relations than the nuclear pact". Do you agree? Why?
10. The western world had opposed the move of third world countries for removing in the flow of information. Do you agree with this view? What steps did the third world countries take to bring a "New World Information and Communication Order"?
11. What is open diplomacy? Can it be used as an instrument in combatting terrorism? Discuss.
12. Keeping an eye of the international changes, India is trying to maintain a smooth and peaceful relation with neighboring countries. Do you agree with this view?
13. What are the significant changes in US foreign policy during the Obama regime?

### **Short Note**

**Marks – 5**

1. News pool
2. Cold War
3. ASEAN
4. Unipolar World.
5. Democracy in Pakistan
6. NWICO
7. UNDP
8. G8 Countries
9. SWAT
10. India's Nuclear Power Policy
11. EEC

## **Visual Media**

### **Paper – V**

#### **Module – 3**

**Marks – 10**

1. Discuss a recent film that has left a mark on your mind.
2. Explain the evolution of the language of film with examples.
3. Can a documentary film be described as the creative interpretation of reality? Discuss briefly a few famous documentary films of India.
4. ‘A film is a director’s creation.’ – Do you think so? Discuss this context functions and responsibility of a Director.
5. Discuss briefly different camera shots and movements.
6. What is the importance of location in film? Give some examples.
7. Briefly discuss the history of Indian motion Pictures.
8. ‘The success of any Indian commercial film largely depends on music’ - Elucidate this statement with recent examples.
9. Can documentary film be described as ‘the creative interpretation of reality’? Discuss the role of the Film Division in pioneering the documentary film movement in India.
10. Can documentary film be described as ‘the creative interpretation of reality’? Discuss. Why narration is so important in documentary?
11. “Recently both commercial and realistic cinemas are running successfully in Bengal “ – Explain this comment with examples.
12. ‘A film is a director’s creation” – Discuss in this context the duties and responsibilities of a film director.
13. What do you understand by visual design in film? How do the visuals help in communication process.
14. The language of the film is not the language of the words – Elucidate.
15. “The good script is the foundation of any good film” – Discuss the statement with examples.
16. What is the importance of location in cinema? “Today not only bollywood even tollywood movies have started shooting in foreign locations. – Elucidate.
17. Do you think that the script is the foundation of any good film? Discuss a film directors’ liberty in changing the story line while adapting literary masterpieces.
18. Describe the important stages of making a film. What is the importance of editing and music in a film? Discuss with examples of Indian movies.
19. Briefly discuss the history and development of Bengali Film Industry.

20. Describe documentary film. Do you think that narration is useful for making a documentary films in public welfare in India.
21. Describe documentary film. Distinguish between Feature Film and Documentary film.. Briefly discuss a few documentary films produced in India by Film Division.
22. Analyse the concept of Visual Literacy. How does it help the understanding and appreciation of a film?
23. Write in detail the functions and responsibilities of ‘production unit ‘ in the making of a movie.

**Short Note:**

Script

Digital Film

Censorship

Visual Literacy

Censor Board

Tracking Shot

Screen Play

Character Role

Film Censorship

NFDC

Montage

Pan Shot

CBFC

Multiplex in India

**Marks – 5**



## Module -4

Marks – 10

1. Do you think 'Sholay' was a landmark Indian film? Justify your answer with specific arguments.
2. Discuss briefly the contribution of Francois Truffaut in the new wave film movement in France.
3. Do you agree that now a days Hindi film Industry is striking a balance between commercially successful nature and socially artistic good cinema? Explain with examples.
4. 'Big budget films are leading to fabulous sets, great costumes and foreign locations which mark the recent resurgence of Tollywood' – Analyse the statement with a few Bengali movies.
5. What is cross culture cinema ? Explain with examples.
6. What do you understand the term New Wave Film? Who are the chief architects of such films in India?
7. What do you understand the term New Wave Film? What are the contribution of Mrinal Sen and Aparna Sen in the making of such movies.
8. What is New Wave Cinema? Who are the chief architects of such films in India? Do you think that this cinema has enriched Indian Cinema? Explain.
9. 'Bhoot' has become the most popular character in Bengali cinema – Elucidate this statement with examples.
10. Discuss the contribution of Akira Kurosawa in films with reference to some of his best works.
11. Discuss the contribution of Goddard in films with reference to 'Breathless' directed by him.
12. What is new wave cinema? Discuss the contribution of two Indian film makers in this context.
13. Discuss the contribution of Sergei Eienstein in films with reference to 'Battleship Potemkin' directed by him.
14. Discuss the contribution of Charles Chaplin in films. Now did he portray Adolf Hitler in his film "The Great Dictator"?
15. Briefly discuss the recent trends of the Bengali Films. Do you agree that these new films are maintaining balance between commercialism and realism successfully?
16. Nowadays Bollywood film artists have started to give importance to their films' promotion and marketing, What is your opinion? Discuss with recent examples.
17. Hindi film makers are now making movies on social issues. Discuss mentioning two recent films.

18. Do films contribute to create a global village in which people can share common cultural aspirations? Discuss with special reference to Bollywood's participation in Hollywood's production.
19. Discuss in detail the contribution of Satyajit Ray as a film maker to the Indian Cinema.
20. "Hindi cinema is depicting the social and relationship changes in urban societies"  
Analyse with reference to films like Delhi Heights and Life in Metro.
21. Discuss the contribution of two female film directors in Indian Film Industry. Have their movies correctly portrayed the problems of women in Indian societies?
22. Explain the evolution of language in cinema. Enumerate the contribution of D.W.Griffith in giving birth to 'Film as an art, setting it apart from mere animated photography?
23. What do you understand by 'Cinema of realism'?What is the contribution of V.I. Pudovkin and Sergei Eienstein in this type of film making.
24. 'Big budget resurgence of Tollywood- Analyse the statement with reference to recent developments in Bengali Film Industry. films are leading to fabulous sets, great costume and new techniques which mark the recent
25. Mainstream Hindi Cinema is increasingly getting sensitive to social needs and concerns – "Do you agree with this statement? Analyse with reference to the films – Black,Amee and Page 3.

**Short Note:**

**Marks – 5**

Music Director	Oscar Ceremony.
Life of Pie	Kahani
New Wave	Ritwik Chatak
Charles Chaplin	Baishey Shrabon
Shyam Benegal	Francois Traffant
Cross culture cinema	Charles Chaplin
No one killed Jessica	Tare Zamen Paar
Konkonan Sen Sharma	Steven Speilberg
Rituparno Ghosh	Oscar Award

# Radio Journalism

## Paper – VI

### Module – 1

Marks – 10

1. What are the basic differences between radio interview and audio-visual interview? Briefly discuss any five types of radio interview with examples.
2. Write a radio talk on i) Suchitra Sen (within 400 words) ,  
ii) The necessity of fire extinguishing managements in the high rise buildings.  
iii)
3. Discuss the role of radio news editor and news producer.
4. Briefly discuss the elements that can enhance the popularity of radio channel.
5. Give brief outline of the growth of radio broadcasting in India before independence.
6. What is radio news? Does it differ from the newspaper?
7. Has radio talk of late gained the popularity? Give your answer with reasons and examples.
8. Describe briefly the function of a radio reporter.
9. Discuss the specialties of radio interview. How does it differ from the audio visual interview?
10. Discuss the importance of language in Radio news presentation. Distinguish between Radio talk and Radio feature.
11. Write a radio feature on Traffic Police Service in Kolkata. Prepare your script with necessary sound bites.
12. What are the basics of radio news reporting? What is the role of News Editor in AIR?
13. How the name AIR was coined? How effective is the role of Prasar Bharati for AIR?
14. What are the basics of radio talk? What is the meaning of conversational style in radio?
15. What are the qualities of radio journalist? Are there any differences in functional style between broadcast journalist and print journalist?
16. ‘Interviewers are brokers of information. Their skills lie in matching the goods on offer with needs of their consumers. Their art is to tease out the story in teller’s own words, while making sure every word will be clearly understood by the audience’ – Justify how many types of interviews are broadcast? Give two lines definition of each type.
17. Who is Lionel Fielden ? What was his contribution to Indian broadcasting? Give a brief account of his connection with Indian broadcasting Company.
18. A radio news story takes the listeners immediately to the heart of the latest developments in terms which anyone with a little intelligence can understand justify the comment explaining the structure of radio news, its content and language.
19. Do you think that radio feature requires documentation? Distinguish between radio feature and news feature giving suitable examples.

20. Radio interview unfolds the real identify of a celebrity. Do you agree with the statement? What are the techniques of conducting successful radio interview?
21. Radio Talk programme has undergone a sea change. Do you think that this change has increased the popularity of radio? Discuss.
22. Radio Reporter provides instant news. Discuss the role radio reporter in keeping people updated about important news.
23. What was the contribution of radio broadcasting in the sphere of entertainment and economic development in the post independent India. Explain.
24. Give an outline of preparing a talk show on Rabindra Sangeet in the light of Indian Cinema on the occasion of 147<sup>th</sup> birth anniversary of Rabindra Nath Tagore.
25. What is radio news reels? What are the basic techniques of production of radio news reels?
26. There are basic differences between Radio Talk and report for a newspaper. Make a comparative analysis of these two with examples.

**Short Note:**

**Marks – 5**

Radio Newsreel	Radio Reporter	Audience Research	Producer	Gyan Vani
Radio Editing	News Reader	Radio Feature	News Caster	

## Module - 2

Marks – 10

1. What do you think by term R.J.? What should be the basic qualities of a RJ who anchored programme like 'coffee house classics' on Radio Mirchi or others?
2. How radio can be used as a medium to serve 'education for all'?
3. Write detail about BBC.
4. In India where literacy rate is not so high, radio has a free access to remote villages. Do you think radio is more acceptable than newspaper as a mass medium in India?
5. What do you understand by community radio? Explain its role in development communication.
6. Make a comparative study between newspaper and radio.
7. F.M .has changed the face of radio broadcasting. Do you support this view? Give answer with reasons.
8. Do you think the national programme of All India Radio respect the spirit of India? Explain with examples.
9. Presentations of Radio programmes have undergone revolutionary changes in the recent time. Discuss those changes and their reasons with examples. and their reasons with examples.
10. What are the function of radio jockey? Why F .M radio is popular now a days.?
11. Discuss the special features of radio as a mass medium. Is it predominantly a rural medium? Elucidate.
12. 'Writing skill for radio is different'- why this is different from writing for newspaper and TV? Justify your points with examples.
13. What do you mean by writing for mass audience? What are the guidelines one has to follow in radio?
14. Write a report on AILA (not exceeding 200 words)
15. What are guidelines to be followed by Akashvani and Doordarshan during elections? What are basics for compilation of news bulletin?
16. What are the main functions of radio jockey? What are the qualities you expect from a FM presenter? What is phone in?
17. What is the role of radio in developments communication? Did AIR play active part in the socio-economic development of India after independence?
18. Radio news bulletin provides fragmented news. Does it help the audience understand the contemporary situations in the right perspective? Discuss with arguments.
19. Does Indian radio still depend on government's patronage? Can privatization change the face of Indian radio? Give reasons for your answer.
20. F.M. Channel has changed the face of Indian broadcasting –Do you support this view? Do these channels improvise new formulas to attract the people of different age groups?

21. How does Radio news differ from television news? Has Radio news lost its importance under the spell of 24 hours television news channels?
22. Today people are interested in radio programs because of the resurgence of FM. Explain with illustrations of different FM programs .
23. AIR attempts to reach every section of the Indian population through its different programmes. Do you agree with this view? Briefly discuss the nature and content of AIR programmes with examples.
24. Describe the radio monitoring structure and its functions of AIR. What are the different treatments and forms of radio monitoring?
25. What do you understand by Public Service Broadcasting? Critically evaluate the role of AIR as Public Service Broadcaster and also its efforts to earn revenue.

**Short Note :**

**Marks – 5**

Community Radio	SFX	BBC	Radio Jockey
F.M.	Rural Programme	Announcer	Microphone
Radio serial News Magazine	Voice Dispatch Voice Over	Prasar Bharati Radio Mirchi	91.9 Friends Radio

# **Television Journalism**

## **Paper – VI**

### **Module – 3**

**Marks –10**

1. Write in detail with examples about the three basic camera shots which are essentials in TV programs.
2. What is the effect of television on child- psychology? Considering the cartoon viewing habit of children write your answer.
3. Write in brief about ‘the live sports coverage on television’. You can use IPL-2014 as an example to write your answer.
4. What are the essential qualities of a successful television journalist?
5. Describe the function of News Editor in television news room.
6. Describe briefly about the techniques of writing television news
7. Do you think that Anchoring has added a dimension in television journalism? Discuss.
8. Television Interview gives us new experience. Do you agree? Briefly discuss important aspects of television interview.
9. Discuss the important shots used in television. Among these shots which are mainly used in news presentation?
10. Describe the fundamental qualities of a television journalist. Detail the role of news editor in television.
11. Describe the relation between News Editor, News Presenter, and the news Producer in television set-up.
12. Discuss elaborately the techniques of television interview. What are the qualities you suggest for an interviewer?
13. ‘There are three shots which form the basis of all camera work’ - What are those shots? Explain those shots with examples. What is the piece to camera?
14. What is news on-line? What are the essential qualities of an online journalist? What is tele-text?
15. What are the essential qualities for news caster? Give an idea about the functional relationship among the newscaster, news producer and news editor in a TV newsroom.
16. What are the basic qualities of an anchor person? How best can he perform in a panel discussion on a controversial subject?
17. What are the functions of a News Producer in television? What is his role in a live coverage of an event?
18. ‘The Camera is now the most powerful weapon in the world’ –How best can use this weapon for sting operation? What is your general view on sting operation as television correspondent?

19. Television has changed the definition of news. Is it an exaggerated statement? Discuss with reasons and examples.
20. Selecting and writing news for television is different from selecting and writing news for newspapers. Discuss briefly the characteristics that make the differences.
21. Discuss the techniques of conducting a television interview of a sports celebrity.
22. Are television channels giving more importance on regional matters? Explain with illustrations.
23. Life Coverage has brought immense changes in television broadcasting. Elucidate with example
24. Live Coverage through satellite is very popular today. Explain the different techniques for making this program. Describe with illustrations any two of such program according to your choice.
25. What are the techniques of writing television news copy? What are the basic differences among radio news copy, television news copy and newspaper report?
26. Write down the Image sizes and uses of the Basic shots.
27. Critically analyse the content and format on News Bulletin telecast in various News Channels in India.
28. Write down the specialties of Reporting for television.

**Short Note:**

**Marks – 5**

News Editor

Television Anchoring

Use of Clippings

Live Coverage

Television News Room

Live Sports Coverage on Television

Telephone Interview

News Producer

Floor Manager

Establishing Shots

Mid Shot and Close-up

Impact of TV on young generation

Field Research

Use of Clippings

Imaginary Line

Sound Bite



## Module -4

Marks – 10

1. Mention the changes been made by the use of software's in television editing.
2. In the era of massive popularity of reality shows do you think that these programs are very down to earth? Considering the popular reality shows in different channels write your answer.
3. What do you think about an ideal 'talk show'? Considering the popular talk shows on television write your answer.
4. How the balance has been maintained in topic selection and presentation of a television magazines? Write your answer in respect of a popular news magazine.
5. What is outside coverage? Discuss with examples.
6. Describe the pre – production stages of a television interview.
7. Explain the effects of Satellite channels on Indian Society.
8. Serials have occupied important position in television broadcasting. Do you agree? Discuss.
9. Has entertainment become the dominating element in television programs? Substantiate your view with examples.
10. Discuss the projection of female characters in mainstream National Channels serials.
11. The television script basically supplements picture. Present your logic in support/against this statement. Discuss the fundamental differences between presenting news in radio and television.
12. Discuss the different phases of pre-production and post-production for Current Affairs program of television.
13. Why is the tele-serials still domination in electronic media? What are the special features you experience from tele-serials?
14. Interactive SMS has expanded the scope for television journalism. Discuss elaborately.
15. Describe the script writing style for the television in detail. How do you balance words on picture?
16. What is the difference between headlines and highlights? Give details of preparing a complete news bulletin for half an hour duration.
17. Critically discuss the impact of television on children.
18. '24 hours News Channels should observe self-regulation in presenting news, especially during live telecast of a sensitive incident' – Write your views in favor and against with examples.
19. Discuss the different phases of pre-production and post-production of television documentary.
20. Scope of television journalism has greatly been expanded with the emergence of interactive SMS. Explain.

21. TV serials are projecting changes in contemporary urban social lives. Do you agree?  
Answer with arguments
22. Balanced presentation is very much important for television news coverage. Does it help to build public opinion?
23. Reality shows have been very popular programs in Indian television. Explain with illustrations.
24. What are the different stages of producing a program for television? Analyse in detail.
25. Now we watch different satellite channels. Critically analyse the impact of different serials depicting the images of Indian women.
26. Critically analyze the 24 hours TV News channels? What is your view regarding over dramatization and sensationalisation of news stories in these channels?
27. Critically analyze the impact of television on children and also give your suggestions.

**Short note:**

**Marks – 5**

Outside coverage	Satellite Channels
News Magazine	Cable TV
OB Van	Voiced Over Capsule
Satellite Channels	TV Magazine
TV Camera person	ETV Now
Television Serials	Breaking News
Tele Magazine	SITE            DTH
Times Now	Adobe Premiere
Exit Poll	Soap Opera

## ADVERTISING

### Paper –VII

#### Module 1

Marks – 10

1. What are the social and economic benefits of advertising? Does advertising really contribute to improve our standard of living?
2. What is advertising? How would you rate its social and economic impact?
3. There is a creative impact of advertising. Do you agree? Describe two elements in the job of advertising.
4. The major purpose of advertising is to influence the buying behavior. Does this influence bring any significant change in the market? Briefly discuss about the factors behind the influence.
5. Advertising is commercial communication – Do you support this view? Discuss with examples.
6. Does advertisement layout start with visualization? What are the elements of ad layout? What should be the main principles of print media ad layout for a Polio Eradication Campaign?
7. Brand loyalty is not just limited to the attributes but to other tangibles benefits as well. Discuss.
8. The increase in the number of media outlets has made media planning a very specialized job. Do you agree? Explain.
9. Emotional Sales Promotion is now an integral part of Advertising. Discuss with reference to television commercial with “India” as its theme.
10. Define Advertising and trace its historical development.
11. The social context of advertising has changed in the last decade. Discuss.
12. How many types of Advertising are you aware of? Explain any two of these in detail examples.
13. What is a brand? Explain what you understand by brand management.
14. What are the social and economic benefits of advertising? Explain with examples.
15. Discuss the socio economic context of advertising?
16. What is Brand positioning? Discuss with examples.
17. Good advertising creates market segmentation. Do you agree?
18. What are the elements of advertising copy? Illustrate.
19. Copy is the core of advertising – Do you agree with this statement? What are the essential elements of a good advertising? Why? Give your answer with examples.

20. Discuss the importance of slogan in an advertisement copy. What are the points one should remember while writing slogan? Mention two recent slogans you liked most with reasons.
21. Do you think that the modern advertisements provide boost to consumerism? Discuss with examples.
22. Define Advertising. What are the socio-economic benefits of advertising?
23. What is the function of headline in a print advertisement?
24. What are the different stages in the creation of a successful Brand?
25. Create a 30 seconds story board for an FMCG targeted at the youth.
26. What is corporate advertising? Why do organizations launch corporate campaign? Explain.

**Short note:**

**Marks – 5**

Creative strategy of Advertising;	Display Advertising;	Target Audience;
ABC ;	USP;	DAGMAR;
Corporate Advertising;	Institutional Advertising;	Market Segmentation ;
Brand Positioning;	Advertising via internet;	Storyboard;
Brand Image;	Media Strategy;	Sales Promotion;

## Module – 2

Marks – 10

1. Advertising is often accused of being unethical. Do you subscribe to this view? Give your views on the need for ethics in advertising.
2. What is advertising campaign? Discuss how campaign is planned in various stages and executed?
3. Why market research is important in advertising. Discuss briefly how it is conducted?
4. What do you understand by advertising campaign? Does it depend on media planning? Prepare a media plan for a polio vaccine campaign.
5. What do you understand by ethics in advertising? Does the projection of women in advertising violate ethics? Discuss with recent examples.
6. Is research needed in advertising? How do the advertising agencies view research before preparing an advertising campaign? Does it strengthen market communication?
7. Advertising Agencies offer specialized knowledge, skills and experience which are required to produce an effective advertising campaign – Discuss briefly the areas of agency activities with reference to the above statement, why? Give your answers with examples.
8. Why is the use of brand increasing in advertisement campaign? What are the characteristics of brand positioning? Discuss.
9. Research has become an integral part of the functioning of Advertising agencies? Give an outline of different functions of Advertising agencies with special reference to research.
10. What do you understand by media planning? What is its relevance in the context of product campaign?
11. What has got its ethics to do with advertising? Explain with examples.
12. Discuss the role of research in planning advertising.
13. Explain the difference between radio and TV advertising highlighting their respective.
14. What is advertising agency? Explain the role of a copywriter in advertising agency with reference to some recent print media advertisements.
15. Discuss the characteristics of outdoor advertisement. Do you think the importance of outdoor advertisement is increasing with the popularity of shopping mall culture? Justify with examples.

16. What are the different steps of advertising campaign? Discuss the necessity of such campaign.
17. Discuss the criteria of selecting media for advertisement. Suppose you are in charge of launching advertisements for a 'private management college' what will be your priority in selection of media?
18. Discuss the role of copy-writer in an advertising agency?
19. What are the difference between newspaper advertising and TV advertising? Explain.
20. What do you understand by ethics in advertisement? Are the ethics being followed in Indian advertisements? Explain with examples.
21. How important is research in advertising? Explain.
22. What do you understand by Surrogate advertising? Explain.
23. What are the main elements of advertising budget?
24. What is the ethical standard considered important for advertising on television? Draw up a code of ethics for TV commercials.
25. Discuss the different creative strategies involved in producing television commercials.
- 26.. Research in Advertising is not just limited to feedback, but is the first step in the Advertising process. Discuss.
28. Internet Advertising is all about innovation. Do you agree? Why?
29. What according to you must be the fundamental elements of ideal Code of Ethics for advertising?

**Short note:**

**Marks – 5**

Advertising Manager ;	Advertising Budget ;	Television Advertising;
Advertising Agency;	Outdoor Advertising ;	Creative Brief ;
Advertising and Ethics;	Copywriter;	Surrogate Advertisement;
Media Planning;	Advertisement layout ;	Thumbnail Sketch;
Advertisement Layout;	Media Budget	; Visualizer;
Accounts Executive;	Radio Advertising;	

## **PUBLIC RELATION**

### **Paper –VII**

#### **Module: 3**

**Marks – 10**

1. What makes a successful PRO? How does he maintain contact with the news media?
2. What is Public Relation? Compare it with Propaganda and Advertising.
3. What is PR campaign? Discuss the need for objective and planning in the campaign process.
4. Public Relation is basically an image building exercise. Do you agree with this view? Who are aimed at this exercise? How does BSNL maintain public relation?
5. Is the need of Public Relation inherent in modern society? Can it reduce conflicts in the society by establishing social cohesion and integrity? Discuss.
6. 'The public today is no longer a homogeneous whole' - Do you support this view? Is the PR aimed at the public? Discuss the importance of public in Public Relation with examples.
7. How does a Public Relation Officer proceed to solve a problem? Describe the stages for addressing the crisis.
8. Public Relation is increasingly becoming a Management function. Discuss.
9. As a Corporate communication chief, what are the steps you will take before the launching of a company IPO?
10. What are the ways in which a PR professional can use the internet and other audio visual aids as effective PR tools? Has the role of a PRO changed in this respect?
11. Discuss with specific examples the different ways in which a PRO can 'sell' different institutional facts as newsworthy stories for the Print media.
12. Define Public Relation and explain its difference with Publicity, Propaganda, & Public Opinion.
13. What are qualifications of a PRO and his functions?
14. What are the reasons of growing popularity of Public Relation Consultancy today? What are the advantages of hiring a PR consultancy?
15. Define Corporate Public Relation and explain its aims and objectives with examples.
16. Describe the various tools of PR and explain the two most important among those.
17. PR also means performance recognition. It should be the realistic claim of the achievement of the organization. Discuss.
18. What is 'publics' in PR? Identify the 'publics' of Calcutta University. Do you think the reputed institutions like Calcutta University also do need deliberate PR? Elucidate.
19. Discuss the role of research in Public Relation.
20. Define Public Relation. What are the objectives of Public Relation? Discuss.
21. What do you understand by Public Relation principles? Are these principles always followed by the PR practitioners? Explain.

22. Explain with examples the various tools used in Public Relations.
23. Do you think the role of Public Relations has increased with greater corporatization? Explain.
24. Do you think new communication technology can be helpful for Public Relation exercise? Discuss with examples.
25. Public Relation performs a supporting role to larger Management objectives. Do you agree? Why?
26. Which qualifications are required for a PRO in this age of New Media?
27. What essential steps are to be taken for Image Management of a National Political Party?
28. Discuss the role Public Relation in the image management of a celebrity.

**Short Note:**

**Marks – 5**

Internal And External Public Relation of the University of Calcutta ;	
External Public ;	P.R.O. ;
Event Management ;	Public Opinion ;
PR Counseling;	Image Management;
Publicity;	Internal Publics;
PR and Marketing;	PR Planning;
PR tools;	Qualification of a PRO;
Research in PR;	PR and Propaganda



## Module -4

Marks – 10

1. If you are asked to assess the PR activities of public and private sector organizations which would you rank first? Give reason to your answer.
2. House Journal is a platform where employer and employees meet. Elucidate.
3. What is press conference? Does it strengthen PR campaign? What are the steps a PRO should take for arranging press conference?
4. What do you understand by corporate PR? Has it brought a new dimension in the practice of Public Relation? Discuss.
5. What is crisis management in Public Relation? What are the tools that may be used in overcoming crisis of an institution? Discuss with examples.
6. Enumerate the growth of PR as a concept and profession. What is the prospect of PR in India.
7. Is House Journal an effective instrument for making Public Relation successful? Explain the steps a PRO should take for publishing a House Journal.
8. Public Relation for a NGO requires special skill – Discuss.
9. Is Public Relation needed for Public sector? To what extent do the public sector companies depend on Public Relation? Explain.
10. What is a house journal? Explain the steps before a house journal is published.
11. Explain the difference between PR for the public sector and the private sector.
12. List the content of the house journal of a reputed health clinic. Give a suitable title of the journal.
13. You have been asked to organize a press conference to announce your organization's tie-up with a major multinational company. Describe the steps to be undertaken to make it a success.
14. 'Public sector PR is an easy exercise compared to private sector PR'. Do you agree? Explain your stand.
15. What do you understand by press release? Draft a press release for a company launching a new mobile phone by an eminent film personality.
16. As a PRO of an organization, you have been asked by the management to organize a press conference. How will you plan and execute it?
17. What is House Journal? Prepare the contents of a house journal of a travel company.
18. What are the main elements of a Public Relation campaign? Give examples.
19. Discuss the importance of media relations as PR tools.
20. How is PR for government dept. or organization different from that for the private sector? Explain.
21. What is crisis management? What is the role of a PRO during a crisis?
22. What are the important guidelines for bringing out a house journal?

23. How important is Financial PR in a growing economy?
24. Community Relations is an important element of Corporate Social Responsibility.  
Discuss.
25. What are the important guidelines for organizing an effective Press Conference?
26. The only yardstick of successful Public Relations is good media coverage. Do you agree?  
Why?
27. Design a PR campaign for the Golden Jubilee celebration of a college.
28. With greater transparency in corporate affairs the role of Public Relation has changed.  
Discuss.

**Short Note:**

**Marks – 5**

DAVP ;	Press Release ;	Financial PR ;
P.R.S.I.;	PR Ethics ;	Crisis Management ;
Annual Report ;	Media Relation	; PIB ;
Imprint Line;	Press Kit;	Community Relation;
Direct Mail;	House Journal;	Corporate Film.