

Enrollment No.

BJMC

**3rd YEAR 6th SEMESTER EXAMINATION
RURAL COMMUNICATION**

[Time : 1:30 Hours]

[Ma

**NOTE: Attempt all the questions.
All Questions are compulsory**

S.No	Question	A	B	C	D
1.	Editorials means.....	Unsigned articles that express a publication's opinion	Articles that any reader can add to or change	Writer's reporting and his conclusions	Watching and listening where news is taking place
2.	What is Rural journalism	News of the film world	Interesting news	Details of village level problems and incidents	Writing news in rural language
3.	What is beat?	The newspaper room where the reporter writes his news	Beat is a title of journalism	According to the ability and interest of beat reporters, division of work is called beat	Beat is the code of conduct of reporters
4.	Blog means	Online diaries kept by individuals or small groups	Online question	Talking with people	Answer pages
5.	Which of the following system is established on the basis of direct election?	Gram Panchayat	Block Committee	Zila Parishad	Both b and c
6.	Which of the following statements is not correct?	Panchayati Raj was established in India by Jawahar Lal Nehru	Madhya Pradesh was the first state which implemented the Panchayati Raj system in India	73rd Constitutional amendment was implemented in 1992	Tamil Nadu has adopted bicameral method
7.	Which of the following is not a cash crop?	Jute	Groundnut	Jowar	None Of The Above
8.	Uttar Pradesh is divided into how many districts?	65	75	85	95
9.	Which industry employs the largest number of women in India?	Tea	Textile	Jute	None Of The Above
10.	The fruit which has the maximum area under cultivation is	Mango	Jackfruit	Berries	Apple
11.	Under PMFBY, the premium to be paid by all farmers in case of Kharif crops is	1.50%	2%	2.50%	None of these
12.	What is a newspaper?	A letter which contains fresh news, advertisements, comments, letters to the editor, etc. is called daily.	The letter in which governance is criticized.	The letter in which advertisements are published.	The letter in which government orders are published.
13.	What is yellow journalism?	When the news is published in yellow color	When a true event is written as a story.	When the editor collects in place of news reporter	When rumors, personal allegations, counter-allegations, busts etc. are published to create sensation.

[P.T.O.]

14.	What does journalism mean?	It is written on the problems of poor people.	the profession of collecting and writing about news in newspapers and magazines or talking about it on the television or radio	News related to religion	None of these
15.	Breaking news means	Telling about an event as it happens	Unsigned articles that express a publication's opinion	Signed articles that express the writer's reporting and his conclusions	Online diaries kept by individuals or small groups
16.	Citizen journalism is the practice of	preparing stories that will help citizens vote in elections.	publishing only those stories that are of interest to politically active citizens.	collaborating with nonprofit organizations to prepare news stories.	inviting readers and viewers to participate in the creation of news content.
17.	A cardinal sin for a journalist is to	misspell a name.	disagree with an editor or news director.	Publish a story that angers local officials	Reveal how decisions are made about what is newsworthy
18.	The dateline on a news story indicates the	Time when the story occurred	Place where the events described in the story took place.	Date when the story was written	Date when the story should be published
19.	The roots of the modern western concept of development can be traced back from:	Ancient Greece history	Ancient Egypt history	Ancient Roman history	Ancient Islamic history
20.	What is the correct sequence of Lass well formula?	Who says what, through which channel, with what effect.	Through which channel, who, says what, to whom, with what effect.	Who, says what, to whom, through which channel, with what effect	Says what, who, to whom, through which channel, with what effect.
21.	How many block committees are there in India?	6904	9404	56029	905
22.	Who is called a rural journalist?	Who is the resident of the village	Who knows about the villages	Who prepares the village level news	Who does the government work of the villagers
23.	Which of these traditional media Villages do not have?	Folklore	Nautanki	Film	Phag
24.	Characteristic of rural journalist-	Adequate knowledge of English	You know how to do farming	Knowledge of all the problems, traditions and locality of the villages	He should be highly educated
25.	How can rural journalism play a role in agricultural development?	To publish new agricultural researches	Knowledge of English to rural	Abandoning agricultural work and motivating for other work	None of the four
26.	What are government organizations?	Which are operated by the villagers	Whose membership is compulsory	Those formed by the government to implement the policies of governance	None
27.	What is the work of Press Council of India?	To provide financial assistance to newspapers	Distribution of advertisements	Starting a training program for journalists	Determining the code of conduct for journalists and listening to complaints
28.	Which is India's first film magazine?	Madhuri	Film world	Amphitheater	Film Buds
29.	How many tiers are in the Panchayati Raj system of India?	One tier	Two tier	Three tier	Four
30.	Which of the following committee recommended for Panchayati Raj System in India?	Punchhi Samiti	Balwantrai Mehta Committee	Singhvi Committee	None of the following

Q16. Which of the following Article talks about the establishment of the Supreme Court?

- A. Article 176
- B. Article 153
- C. Article 124
- D. Article 324

Q17. When was the Supreme Court of India established?

- A. 28-Jan-47
- B. 28-Jan-50
- C. 26-Jan-50
- D. 15-Aug-47

Q18. Who is the head of the Supreme Court?

- A. Judge
- B. Chief Justice
- C. both
- D. none

Q19. Where is the Supreme Court in India?

- A. Delhi
- B. Mumbai
- C. Kolkata
- D. Chennai

Q20. Who protects the Constitution of India?

- A. High Court
- B. Supreme Court
- C. Both
- D. None

Q21. The word 'crime' came from which language?

- A. French
- B. Dutch
- C. German
- D. All

Q22. All persons are equal before.

- A. Police
- B. Judge
- C. Law
- D. Minister

Q23. An accused person is decided by

- A. Court
- B. Police
- C. Person himself
- D. All of these

Q24. How does economic mean crime?

- A. money laundering
- B. to grab money
- C. non-refund of tax from the bank
- D. All of these

Q25. FIR means

- A. Formal Identification report
- B. First information report
- C. First Indian region
- D. All of these

Q26. Police generally do.

- A. File report
- B. Arrest a person
- C. Both (a) & (b)
- D. None of these

Q27. After a complaint call about domestic violence from a woman what will you do?

- A. Informed the concerned police station
- B. Suggest them to resolve the issue themselves
- C. Take all information but not informing anyone
- D. Do not take this serious

Q28. Full form of RTI?

- A. Right to inform
- B. Right to information
- C. Right to Investigate
- D. None

Q29. Full form of PIL?

- A. People Interest Law
- B. Public Interest Litigation
- C. Public Interest Legale
- D. None

Q30. Capital Punishment is meant by-

- A. Hanging to death
- B. Life Imprisonment
- C. Imposing huge fine
- D. All

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BJMC

**3rd Year 6th SEMESTER EXAMINATION
COMMUNICATION RESEARCH**

[Time : 1:30 Hours]

[Max. Marks : 30]

All questions are mandatory.

(01X30= 30)

1. The term "data" came from the Latin root term.
A. Detem B. Datam C. Datum 4. Data
2. Which one is the true example of primary data from the following options?
A. Journal B. Book C. Census Report D. Newspaper
3. What is it called when the data is sourced from the place of origin?
A. Secondary B. Primary C. Secondary and primary D. All of the above
4. What is it called when the data source is gathered and compiled with others?
A. Primary Data B. Quantitative data C. Secondary data D. None of the above
5. Information of research is called –
A. Qualitative B. Quantitative C. Qualitative and Quantitative both D. None of the above
6. The method of collecting primary data is called –
A. Questionnaire and schedule method B. Observation and Interview method
C. None of the above D. All of the above
7. Structured observation is a part of –
A. Descriptive study B. Experimental study C. Fundamental study D. All of the above
8. Data that are collected or sourced from the internet is called –
A. Documentary sources of data B. Internal secondary sources of data
C. External secondary sources of data D. All of the above
9. _____ research is based on the measurement of quantity or amount.
A. Qualitative B. Descriptive C. Quantitative D. Numerical
10. Which one is incorrect among the following statements?
1. The investigator meets the informants directly and collects information, in the case of a direct personal interview.
2. The investigator meets and collects information from the informants directly, in the case of an indirect interview.
3. The researcher primarily collects data by observing, in the case of the observation method.
4. All of the above
11. The primary data is gathered through –
A. Survey B. Experiment C. Both options a and b D. None of the options a and b
12. Data collected from an archive or the records of an organization is called-
A. Internal data B. Secondary data C. External data D. Primary data
13. What is a representative sample?
A. A sample that accurately represents data.
B. A sample that accurately represents data at a much lower cost.
C. A sample that has been collected within a short period.
D. All of the above.
14. The method of collection of the data of the population of a country is an example of-
A. Sample method B. Census method C. Both of them D. None of them
15. The collection of primary data is more important than secondary data. This information is-
A. Incorrect B. Correct C. Depends on the researcher D. None of the above
16. A formal document that presents the research objectives, design of achieving these objectives, and the expected outcomes/deliverables of the study is called
A. Research design B. Research proposal C. Research hypothesis C. Research report
17. Survey is a Study
A. Descriptive B. Fact finding C. Analytical D. Systematic

[P.T.O.]

18. In a survey there is an enumerator and a
 A. Guide B. Respondent C. Supervisor D. Messenger
19. The first purpose of a survey is to
 A. Description B. Evaluation C. Prating D. Provide Information
20. Questions in which only two alternatives are possible is called
 A. Multiple choice questions B. Dichotomous questions
 C. Open ended questions D. tructured questions
21. What are the core elements of a Research Process?
 A. Introduction; Data Collection; Data Analysis; Conclusions and Recommendations
 B. Executive Summary; Literature Review; Data Gathered; Conclusions; Bibliography
 C. Research Plan; Research Data; Analysis; References
 D. Introduction; Literature Review; Research Methodology; Results; Discussions and Conclusions
22. Identifying causes of a problem and possible solution to a problem is
 A. Field Study B. Diagnosis tic study C. Action study D. Pilot study
23. Second step in problem formulation is
 A. Statement of the problem B. Understanding the nature of the problem
 C. Survey D. Discussions
24. Questionnaire is filled by
 A. Respondent B. Everybody C. Enumerator D. None of the above
25. The main problem in questionnaire is
 A. Accessible to Diverse Respondent B. Greater Anonymity
 C. Shows an inability of respondent to provide information D. None of these
26. What does the term 'longitudinal design' mean?
 A. A study completed far away from where the researcher lives.
 B. A study which is very long to read.
 C. A study with two contrasting cases.
 D. A study completed over a distinct period of time to map changes in social phenomena.
27. Which of the following is true regarding research objectives?
 A. Research objectives, when achieved, will provide sufficient earnings to obtain are as on a blereturn on investment.
 B. Research objectives, when obtained, will ensure the viability of the marketing research department.
 C. Research objectives, when achieved; provide the information necessary to solve the problem.
 D. Research objectives are seldom achieved but should be stated as goals to be sought.
28. Wrong questionnaire is an example of
 A. Primary data collection problem B. Secondary collection problem
 C. a and b both D. None of the above
29. The existing company information is an example of which data?
 A. Primary B. Secondary C. Both a and b D. None of the above
30. Your colleague is confused about using the marketing research process, as he knows that something is wrong but is not sure of the specific causes to investigate. He seems to be having problems with _____, which is often the hardest step to take.
 A. Developing the research plan B. Determining a research approach
 C. Defining the problem and research objectives D. Selecting a research agency

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BJMC

IIIrd Year VI SEMESTER EXAMINATION

HUMAN RIGHTS

[Time: 1:30 Hours]

[Max. Marks: 30]

All questions are compulsory

SrNo	QuestionsName	Option A	Option B	Option C	Option D
1.	When India became a sovereign, democratic republic	15-Aug-47	30-Jan-48	26 January, 1950	26-Nov-49
2.	Human rights allow every human being to live with...	Dignity	Equality	Justice and peace	All of the above
3.	The headquarters of the Office of the high commissioner for human rights is in.	UK	China	India	Geneva
4.	Which human rights document affected the whole world?	Golden Bull	Magna Carta	The Petition of Rights	None
5.	Who among them are human rights activists?	Laxmi Agarwal	Sumit Sharma	Kailash Agarwal	None
6.	When is Human Rights Day observed?	8-Dec	10-Dec	1-Dec	10-Nov
7.	Who is Ashok Row Kavi?	Doctor	Actor	Journalist	None
8.	Ashok Row Kavi made his career with a news paper?	The Indian Express	The Hindu	Hindusthan	None
9.	Ashok Row Kavi is the founder-chairperson of which organization?	Humsafar Trust	Sarathi Trust	Both	None
10.	Who founded India's first gay magazine, Bombay Dost in 1990	Kirti Bharti	Laxmi Agarwal	Ashok Row Kavi	None
11.	Who started Bachpan Bachao Andolan in 1980?	Kirti Bharti	Laxmi Agarwal	Ashok Row Kavi	Kailash Satyarthi
12.	In the Preamble, the 42nd Amendment 1976 added some words like	secularism	socialism	integrity	All of the above
13.	When was the Nobel Peace Prize given to Kailash Satyarthi?	2014	1995	2006	2005
14.	Who among the following is an acid attack survivor?	Kirti Bharti	Laxmi Agarwal	Ashok Row Kavi	Kailash Satyarthi

[P.T.O.]

15.	When did Laxmi Agarwal receive the International Women of Honor Award from America's First Lady, Michelle Obama?	2013	2014	2006	2005
16.	Amnesty International Human Rights Organization was founded in which year.	2013	2014	1961	2005
17.	Amnesty International's Area of Influence is	Arms control	Armed conflict	Both	None
18.	The Red Cross International Committee Organization was founded in which year.	2013	1863	1961	2005
19.	Where is the headquarters of the Red Cross International Committee Organization?	Geneva, Switzerland	Israel	China	None
20.	Founder of Human Rights Watch	Jerry Labor	Henry Dunant	Theodor Mounor	None
21.	Where is the headquarters of the Human Rights watch?	New York	China	Israel	None
22.	International Federation for Human Rights was founded in which year.	2013	1978	1992	2005
23.	Motto of International Federation for Human Rights.	Keep your eyes close	Keep your eyes open	Both	None
24.	C.H.R.O was formed in	1998	1997	1985	1999
25.	The word 'human rights' was first used on?	16, January 1950	20, March 1941	16, January 1941	26, January 1930
26.	The term 'human rights' was first used by?	Henry Dunant	US President Roosevelt	Theodor Mounor	Jerry Labor
27.	In which year did the Emperor Andrew II of Hungary issued the Declaration of Natural Rights and Political Freedom?	1480	1358	Both	1215
28.	What is the name of the manifesto released by Andrew II?	Golden bull	Petition of rights	Both	All of the above
29.	In the reign of which king the "Petition of Rights" provision came?	Charles II	King Charles I of Britain	Both	None
30.	When was the "Petition of rights" provision created?	1630	1533	1628	1632

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(C) (SVSU) : 2022-2023/

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Bachelor of Journalism and Mass Communication
3rd Year /6th Semester Examination
Media Planning

[Time: 03:00 Hours]

[Max. Marks: 70]

Note: 1. Attempt all the questions as per given instructions. दिए गए निर्देशों के अनुसार सभी प्रश्नों को हल करें।

1. Multiple Choice Questions (MCQs) & very short questions. बहुविकल्पीय प्रश्न (MCQs) और अति लघु उत्तरीय प्रश्न.

[01x15=15]

Section-A

- I. It is usually distributed and given to prospective consumer during an exhibition or at the shop. / यह आमतौर पर एक प्रदर्शनी के दौरान या दुकान पर संभावित उपभोक्ता को वितरित और दिया जाता है।
 A. Brochure/ ब्रॉशर B. Flyer/ फ्लायर
 C. Consumer Magazine/ उपभोक्ता पत्रिका D. Newsletter/ न्यूजलेटर
- II. It is estimate of a company's promotional expenditures over a certain period of time. / यह एक निश्चित अवधि में कंपनी के प्रचार व्यय का अनुमान है।
 A. Media budget/ मीडिया बजट B. Promotional Expenses/ प्रचार व्यय
 C. Sales budget/ बिक्री बजट D. Media buying/ मीडिया खरीद
- III. It is a formalized document with all critical elements of the media strategy. / यह मीडिया रणनीति के सभी महत्वपूर्ण तत्वों के साथ एक औपचारिक दस्तावेज है।
 A. Media Plan/ मीडिया योजना B. Buying brief/ संक्षिप्त खरीदना
 C. Deal management/ डील प्रबंधन D. Media Art/ मीडिया कला
- IV. It is more specific method of media used to deliver the message. / यह संदेश देने के लिए उपयोग की जाने वाली मीडिया की अधिक विशिष्ट विधि है।
 A. Medium/ माध्यम B. Media Management/ मीडिया प्रबंधन
 C. Media Vehicle/ मीडिया वाहन D. Media availability/ मीडिया उपलब्धता
- V. It is a tool provided to judge which programmes are viewed the most. / यह आंकने के लिए प्रदान किया गया एक उपकरण है कि कौन से कार्यक्रम सबसे अधिक देखे जाते हैं।
 A. TRP/ टीआरपी B. GRP/ जीआरपी
 C. AD Viewership/ विज्ञापन दर्शकों की संख्या D. OTS/ ओटीएस
- VI. It is the number of copies distributed on an average day. / यह औसत दिन पर वितरित प्रतियों की संख्या है।
 A. Circulation/ परिसंचरण B. Readership/ पाठक
 C. Subscription/ सदस्यता D. Claimed readers/ दावा किए गए पाठक
- VII. It is the process of identifying and selecting media outlets. / यह मीडिया आउटलेट्स को पहचानने और चुनने की प्रक्रिया है।
 A. Media Planning/ मीडिया योजना B. Media strategy/ मीडिया रणनीति
 C. Media Analysis/ मीडिया विश्लेषण D. Media Mix/ मीडिया मिक्स
- VIII. It is the most popular form of print media. / यह प्रिंट मीडिया का सर्वाधिक लोकप्रिय रूप है।
 A. News paper/ अखबार B. Magazine/ पत्रिका
 C. Flyer/ फ्लायर D. Brochure/ विवरणिका

[P.T.O.]

IX. It is gaining immense popularity and enables you to quickly, effectively reach your target. / यह अत्यधिक लोकप्रियता प्राप्त कर रहा है और आपको अपने लक्ष्य तक तेज़ी से प्रभावी ढंग से पहुंचने में सक्षम बनाता है।

A. Radio/ रेडियो

B. Magazine/ पत्रिका

C. Online advertising/ ऑनलाइन विज्ञापन

D. Brochure/विवरणिका

X. What is planning? योजना क्या है?

XI. What are the objective of media planning? मीडिया नियोजन के उद्देश्य क्या हैं?

XII. What is full form of TRP? टीआरपी का पूर्ण रूप क्या है?

XIII. What is ABC in media research? मीडिया शोध में एबीसी क्या है?

XIV. What is an example of a schedule? अनुसूची का उदाहरण क्या है?

XV. What is advertising campaign ? विज्ञापन अभियान क्या है ?

Section-B

2. Answer in long (any three). / (कोई तीन)

[10x3=30]

I. Elaborate the importance of research in the field of media planning. / मीडिया नियोजन के क्षेत्र में अनुसंधान की उपयोगिता पर चर्चा करें।

II. Explain the methods of measuring advertisements performance. / विज्ञापनों के प्रदर्शन को मापने की विधियों की व्याख्या कीजिए।

III. Discuss that digital advertising diminishes media buying. / चर्चा करें कि डिजिटल विज्ञापन मीडिया की खरीदारी को कम करता है।

3. Answer in short (any five).

(5x5=25)

I. What are the source of media research? Describe in detail. / मीडिया शोध के स्रोत क्या हैं? विस्तार से वर्णन करें।

II. What are the Facebook, Twitter and Instagram? / फेसबुक, ट्विटर और इंस्टाग्राम क्या हैं?

III. Describe media choices in media planning? / मीडिया योजना में मीडिया विकल्पों का वर्णन करें?

IV. Why media budget is important? मीडिया बजट क्यों महत्वपूर्ण है?

V. How you will run a campaign for Advertisement Company? Discuss it. / किसी विज्ञापन कंपनी के लिए आप किसी कैम्पेन को कैसे संचालित करेंगे? चर्चा करें।

VI. What do you mean by promotional expenses? How you will manage them. / प्रचार व्यय से आप क्या समझते हैं? आप इन्हें कैसे नियोजित करेंगे।

VII. Explain the factors that influence media selection. / मीडिया चयन को प्रभावित करने वाले कारकों की व्याख्या कीजिए।
