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S. No. 397

Code No. : 8701

Printed Pages : 2

1MA(MMC/AVC)1

Dec. 2009 - Jan. 2010 Examination

MA(MMC/AVC)

Basic Communication Skill and Theories of Communication.

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

Instructions :

1. Answer five questions, one from each unit.
2. All questions carry equal marks.
3. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

Unit - I

- Q.1 Elaborating the characteristics of Interpersonal Communication and Mass Communication, explain how does Interpersonal Communication supports them. 15
- Q.2 In the process of communication, success of each element will depend on the nature and characteristics of other four elements. Explain with examples. 15

Unit-II

- Q.3 How far do you agree that 'Development Media Theory' and 'Democratic Participation Theory' Supplement the basic Four Theories of Press ? 15
- Q.4 Elaborate, the expression 'the basic Model of Communication by Lasswell still has the relevance'. 15

Code No. 8701

(1)

Unit-III

- Q.5** Visualize a scene of parliamentary debate on Women Reservation Bill with Ms. Meera Kumar on Chair and write an imaginary script of the debate between three members of treasury benches and three of different opposition parties. (In 100 words each). 15
- Q.6** You have been asked to do a telephonic interview of literary personality like of Girish Karnarad or U.R. Annant Murthi. How will you go about it? Prepare a list of 10 questions, out of that 5 should be on social and political issues related with your State. 15

Unit -IV

- Q.7** Write two different type of covering letters for a CV, you are sending for consideration of a job of a Communication Research Assistant in Development and Educational Communication Unit of ISRO. 15
- Q.8** Write a two paged progress report of any research work you have undertaken during last 6 months. 15

Unit-V

- Q.9** Explain, what is a Process Documentation? Write a process document, in about 1000 words, of the event you have witnessed recently. Also give an appropriate title for your document. 15
- Q.10** Write 10 characteristics of technical writing and difference between a technical and a creative writing. 15

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Code No. 8701

(2)

Roll No.

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S. No. 398

Code No. : 8702

Printed Pages : 2

1(MMC/AVC)2

Dec. 2009 - Jan. 2010 Examination

MA(MMC/AVC)

Print Journalism

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

Instructions :

1. Attempt all the four questions given below.
2. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

Q.1 Answer all 15 Sub questions. Each carries one mark:-

- (i) What is Punch line?
- (ii) To whom you call correspondent?
- (iii) Nose for news - explain in one sentence.
- (iv) How cartoons differ from caricatures? Write in one sentence.
- (v) What is left side alignment in head lines?
- (vi) Which 'W' deals with date -line?
- (vii) Who is the 'un-sung hero' of a news paper?
- (viii) What is called as teasing intro?
- (ix) What do you call opening para of a news strong?
- (x) Who should read a news item thrice while editing it?
- (xi) A headline should contain SW and a H. True or false.
- (xii) What is a kicker?
- (xiii) Which part of the news story stimulates the reader?
- (xiv) Single quotation marks (' ') should be used in headlines. True or false.
- (xv) What is the structure of a news story? Write it in two sentences.

15

Code No. 8702

(1)

- Q.2** Answer any three of the following. Each carries 05 marks.
(Answer should be in about 150 words each.)
- (i) Define 'News' List the major sources of news.
 - (ii) Discuss the principles of crime reporting.
 - (iii) What are the duties of a news editor?
 - (iv) Describe the functions of a "sub editor" in a daily news paper.
 - (v) "Head lines advertise news items". Comment. 15
- Q.3** Answer any one of the following. Each question carries 15 marks. Answer should be in about 350 words each.
- (i) What are the hurdles faced by an investigative reporter in India?
 - (ii) What is the importance of Language in news writing? Can a reporter with poor language be good for news gathering? Explain with examples. 15
- Q.4** Answer any two of the following. Each question carries 15 marks. Answer should be in about 500 words each.
- (i) Write an interpretative report on the Tribal Welfare programmes in Madhya Pradesh.
 - (ii) Write a review of any recent film you saw.
 - (iii) What are the different types of headlines? Explain with suitable examples.
 - (iv) A reporter gives the news, an editor gives the views, and article gives the analysis, but a feature tells us the story. Discuss with examples. 30

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Code No. 8702

(2)

Roll No.																				
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S. No. 399

Code No. : 8703

Printed Pages : 3

IMA(MMC/AVC)3

Dec. 2009 - Jan. 2010 Examination

MA(MMC/AVC)

Development Communication

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

Instructions :

1. Answer all questions 1-5.
2. Internal choice is available.
3. All questions carry equal marks.
4. Assume suitable data wherever necessary.
5. Candidates should write his/ her Roll Number at the prescribed space on the question paper.

Unit - I

- Q.1 (i) Compare the Latin American perspective of development with the Gandhian model of development 07
- (ii) Examine the impact of new communication technologies on developmental strategies of India. 08

OR

- Q.1 Prepare a holistic developmental communication strategy for rural India and provide a critical account of its efficacy. 15

Code No. 8703

(1)

- Q.2** (i) Detail the communitarian approach to development. 0
- (ii) Explain the dependista theory of development. 0

OR

- Q.2** (i) What is the relationship between inequity and communication media?
- (ii) Describe the participatory perspective of development communication.
- (iii) How do you measure the utility of development indicators currently used?

- Q.3** Between radio and television, which one do you prefer as a medium of development communication? List your reasons with examples. 15

OR

- Q.3** Exemplify the role of community media for community development in backward districts of your state. 15

- Q.4** Discuss the need for content and media synchronization in development campaigns. 15

OR

- Q.4** Critically evaluate the importance of inter-personal communication in agricultural extension, with reference to a country like India. 15

Q-5 This question is compulsory. All sub questions carry one mark each. Explain the following in not more than two or three sentences each :

15

- (i) Sub-culture of peasantry
- (ii) Social mobility
- (iii) Empathy
- (iv) Magic Multipliers
- (v) Blaming the Victim
- (vi) False reality
- (vii) UNDP
- (viii) Aravali Experiment
- (ix) E-learning
- (x) Bhoomi
- (xi) Information kiosks
- (xii) Social Marketing
- (xiii) Self-help groups
- (xiv) Development perestroika
- (xv) Development as a cruel choice.

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Code No. 8703

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S. No. 400

Code No. : 8704

Printed Pages : 2

1MA(AVC/MMC)4

Dec. 2009 - Jan. 2010 Examination

MA (AVC/MMC)

Introduction to Management Principles & Practice

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

Instructions :

1. Answer questions 1 to 5.
2. All questions carry equal marks.
3. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

Q.1 Explain the need and scope of Stress Management in the service industry. 15

OR

Q.1 Write a short note on Planning and explain the process of strategic planning. 15

Q.2 Describe the decision-making process and its components. 15

OR

Q.2 What is organizational hierarchy? Explain with the command structure. 15

Q.3 Briefly describe the methods of Performance Appraisal. 15

OR

Q.3 Describe the importance of Training and Development in broadcast media. 15

Code No. 8704

(1)

Q.4 Explain the role of Motivation in the growth of an individual and organization. 15

OR

Q.4 What is Personality? Explain one of the theories of Personality. 15

Q.5 What is MIS? Discuss its role in today's competitive world. 15

OR

Q.5 Explain the concept of Six Sigma. 15

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Code No. 8704

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Roll No.																			
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S. No. 401

Code No. : 8705

Printed Pages : 2

1MA(MMC/AVC)5

Dec. 2009 - Jan. 2010 Examination

MA (MMC/AVC)

Communication Software

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

Instructions :

1. Answer questions 1 to 5.
2. There are only internal choices.
3. All questions carry equal marks.
4. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

Q.1 Explain the salient features of Corel Draw. And explain any Two tools. **15**

OR

Q.1 Explain Dockers and color Palettes. **15**

Q.2 Write short notes on watermarks, textures, gradients, backgrounds and colors in Adobe Photoshop. **15**

OR

Q.2 Explain the following concepts briefly : **15**

- (i) Histogram
- (ii) History Brush
- (iii) Gradient Tool

Code No. 8705

(1)

- Q.3** Explain the following concepts briefly :- **15**
- (i) Transition effects.
 - (ii) Auto Content Wizard
 - (iii) Slide Master

OR

- Q.3** Explain the following concepts briefly :- **15**
- (i) Mail Merge
 - (ii) Macro
 - (iii) Header and Footer

- Q.4** Explain the following briefly :- **15**
- (i) Clones
 - (ii) Power Clip
 - (iii) 3D effects in Corel Draw

OR

- Q.4** Explain the following file formats briefly :- **15**
- (i) GIF
 - (ii) JPEG
 - (iii) TIFF

- Q.5** (i) Write note on the salient features of Quark Xpress. **15**
(ii) How will you Insert Text and Images in Quark Xpress?
(iii) Explain how Quark Xpress can be versatile publishing software.

OR

- Q.5** Explain the following concepts briefly in Corel Draw :- **15**
- (i) Templates
 - (ii) Any three Basic Drawing tools.
 - (iii) Standard Toolbar.

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Code No. 8705

(2)

Q.4 What are the advantages and disadvantages of :

- (a) Individual Research,
- (b) Group Research?

1

Unit-III

Q.5 While collecting data what method can the researcher use to organize and classify the data to avoid chaos and confusion later?

1

Q.6 Why is it necessary to quote from and acknowledge sources in a research dissertation? How is this done?

1

Unit-IV

Q.7 Define the following concepts :

- (a) Central tendency
- (b) Variable
- (c) Multi-modal
- (d) Average
- (e) Ratio

15

Q.8 Solve the following problem :

The marks secured by the first year students in the General Studies exam out of 100 read as follows : 38, 87, 50, 42, 54, 87, 65, 65, 43, 54, 72, 56, 90, 65, 47, 79, 63, 77, 76, 65. Calculate the mean, median and mode of the class. From this what are your conclusions regarding their academic capabilities?

15

Unit-V

Q.9 **This question is compulsory :**

15

- (i) Reading a document is an example ofresearch. (field/desk)
- (ii) A documentary film is a unit ofdata. (primary/secondary)
- (iii) The research supervisor must certify that the dissertation is an original piece of work (True/False)

Code No. 8706

(2)

- (iv) What is cluster sampling?
- (v) List any one disadvantage of Observation Method.
- (vi) Who is a subject in research?
- (vii) What are research questions?
- (viii) An end-note is found at the end of the page. (True/False)
- (ix) What information must a note card contain?
- (x) What is original contribution in research?
- (xi) How can researcher respect confidentiality and use the information?
- (xii) A pilot is summary of a research project. (True/False)
- (xiii) List any two qualities one has to look for while choosing a guide.
- (xiv) Group research always yields better result than individual research. (True/False)
- (xv) Who is a plagiarist?

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Code No. 8706

(3)

Roll No.																			
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S. No. 403

Code No. : 8707

Printed Pages : 2

IMA(MMC/AVC)7

Dec. 2009 - Jan. 2010 Examination

MMC/AVC

General Studies

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

Instructions :

1. The paper is divided in three parts.
2. Solve questions as per directions given under parts.
3. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

Part - I

Q.1 Explain the following (any Ten)

30

1. Allied Forces
2. Simon Commission
3. Two-nation theory
4. Bengal Famine
5. Jalianwala Bagh massacre
6. Monarchy
7. Maharani Gaytri Devi
8. Instrument of accession
9. Veto power
10. Haldi Ghati
11. Suez Canal
12. Antarctica
13. NPT
14. Cold War

Code No. 8707

(1)

15. East Timor
16. Victoria Cross
17. Bharat Ratna
18. Laissez-faire economy
19. The Satanic Verses
20. Mac Mohan Line.

Part - II

Q.2 Compare the following (any three) in terms of personality, popularity & Performance : **15**

1. Mahatma Gandhi & Martin Luther King.
2. Jawaharlal Nehru & Atal Bihari Vajpayee
3. Mamta Banerjee & Lalu Prasad Yadav (as Railway Ministers)
4. Don Bradman & Sachin Tendulkar
5. Dilip Kumar & Amitabh Bacchan
6. Indira Gandhi & Margaret Thatcher

Part - III

Q.3 Write critical analysis of any three of the following in about 200 words : **30**

1. United Nations Reforms.
2. Jammu & Kashmir Issue
3. North-South dialogue
4. Situation in Afghanistan
5. Racial attacks on Indian students in Australia
6. Plight of the agriculture sector in India.

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