2020

MASS COMMUNICATION AND JOURNALISM (Honours)

Paper Code : XIV - A & B

(New Syllabus)

Full Marks : 70 Time : Three Hours

Important Instructions for Multiple Choice Question (MCQ)

- Write Subject Name and Code, Registration number, Session and Roll number in the space provided on the Answer Script.

  Example : Such as for Paper III-A (MCQ) and III-B (Descriptive).

  Subject Code : | III | A | & | B |

  Subject Name : [ ]

- Candidates are required to attempt all questions (MCQ). Below each question, four alternatives are given [i.e. (A), (B), (C), (D)]. Only one of these alternatives is 'CORRECT' answer. The candidate has to write the Correct Alternative [i.e. (A)/(B)/(C)/(D)] against each Question No. in the Answer Script.

  Example — If alternative A of 1 is correct, then write :
  1. — A

- There is no negative marking for wrong answer.

মাল্টিপল চয়েস প্রশ্নের (MCQ) জন্য জরুরী নির্দেশাবলী

- উত্তরপত্রে নির্দেশিত স্থানে বিষয়ের (Subject) নাম এবং কোড, রেজিস্ট্রেশন নম্বর, সেশন এবং রোল নম্বর লিখতে হবে।

  উদাহরণ — যেমন Paper III-A (MCQ) এবং III-B (Descriptive)।

  Subject Code : | III | A | & | B |

  Subject Name : [ ]

- পরীক্ষার্থীদের সবগুলি প্রশ্নের (MCQ) উত্তর দিতে হবে। প্রতিটি প্রশ্নে চারটি করে সম্ভাব্য উত্তর, যথাক্রমে (A), (B), (C) এবং (D) করে দেওয়া আছে। পরীক্ষার্থীকে তার উত্তরের স্বপক্ষে (A) / (B) / (C) / (D) সঠিক বিকল্পটিকে প্রশ্ন নম্বর উল্লেখসহ উত্তরপত্রে লিখতে হবে।

  উদাহরণ — যদি **1** নম্বর প্রশ্নের সঠিক উত্তর **A** হয় তবে লিখতে হবে :
  1. — A

- ভুল উত্তরের জন্য কোন নেগেটিভ মার্কিং নেই।

Turn Over

Paper Code : XIV - A

Full Marks : 20 Time : Thirty Minutes

Choose the correct answer.

Each question carries 2 marks.

1. DAB stands for _____
   (A) Digital Audio Broadcasting
   (B) Director of Audio Bureau
   (C) Director of Audio Broadcasting
   (D) None of the above

2. Blogs originated from_____
   (A) Newspapers
   (B) Podcasts
   (C) Citizen Journalism
   (D) Online Diaries

3. URL stands for _____
   (A) Uniform Resource Location
   (B) Uniform Resource Locator
   (C) Uniform Resource Locating
   (D) None of the above

4. Pages on Internet explorer known as _____
   (A) Page
   (B) Linked Page
   (C) Web Page
   (D) None of the above

5. MMS stands for _____
   (A) Multimedia Messaging Service
   (B) Media Message Service
   (C) Modern Message Service
   (D) None of the above

Turn Over

6. DOS stands for _____

(A) Dot Operating System

(B) Disk Operating System

(C) Duck Operating System

(D) All the above

7. Who is the founder of FACEBOOK?

(A) Mark Zuckerberg

(B) Max Zuckerberg

(C) Steve Jobs

(D) None of the above

8. Who is the CEO of GOOGLE?

(A) Sandeep Maheswari

(B) Sundar Pichai

(C) Ram Shriram

(D) None of the above

9. Where is the headquarter of "Twitter" situated?

(A) New Delhi

(B) California

(C) London

(D) None of the above

10. OTT stands for _____

(A) On The Top

(B) Over The Top

(C) Over The Tip

(D) None of the above

_____

Turn Over

2020

MASS COMMUNICATION AND JOURNALISM (Honours)

Paper Code : XIV - B

(New Syllabus)

Full Marks : 50 Time : Two Hours Thirty Minutes

The figures in the margin indicate full marks.

1. Answer any *five* questions from the following : 10×5=50

(a) Discuss the importance of Citizen Journalism.

(b) Explain the utilization of Folk Media for spreading awareness.

(c) What is OTT Platform? Discuss its importance in 21st century.

(d) Social media played a vital role during 2020 pandemic situation. Explain with examples.

(e) What is New Media? How it differs from the traditional media?

(f) Do you think that news in new media is more objective in nature? Discuss with example.

(g) 'E-education is developing in our country'. Do you subscribe with this view?