

SET-1  
End Semester Examination, 2016  
Department of Mass Communication and New Media  
Central University of Jammu

Course No: PGMCM1F001T  
Max. Marks: 50 Marks

Title: Introduction to Journalism  
Max. Time: 2 hours

**Section A - Each part of this question carries one and half mark.**

**1.5x8=12**

Encircle the correct answer.

- Q1 First Press Commission constituted in...
- a. 1983  
b. 1967  
c. 1952  
d. 1978
- Q2 The medium that has the widest reach in India is
- a. Print  
b. Radio  
c. Television  
d. Internet
- Q3 One of the major recommendations of the First Press Commission of India was
- a. Price page schedule  
b. Right to Information Act  
c. Press freedom as a constitutional guarantee  
d. Codification of journalistic privileges
- Q4 DNA is joint venture of
- a. Zee TV and Star TV  
b. Zee TV and DainikBhaskar  
c. Zee TV and DainikJagran  
d. Zee TV and Doordarshan
- Q5 Who was the current chairperson of Press Council of India
- a. Justice G.N.Ray  
b. Justice MarkandeyaKatju  
c. Justice P.B.Sawant  
d. Justice Chandramauli Prasad
- Q6 Which of the following is related to Mac Bride report?
- a. Many voices one world  
b. Communication Theory  
c. Non-aligned Movement  
d. Ethics of Media
- Q7 Who was the chairperson of First Press Commission?
- a. Justice G.S. Rajadhyaksha  
b. Justice P.B.Sawant  
c. Justice G.N.Ray  
d. None of Above
- Q8 Xinhua news agency associated ....
- a. Indonesia  
b. Singapore  
c. China  
d. India

**Section B - Answer any three questions**

**Each question in this Section carries six marks.**

**6x3=18**

- Q2) Write a Short Note on "Citizen Journalism".
- Q3) 'Interpersonal communication is more effective than mass communication.' Analyse
- Q4) What is an 'Advertorial'?
- Q5) What is citizen journalism?
- Q6) Explain the recommendations of First press commission.
- Q7) Define word 'Infotainment'?

**Section C**

**Each question in this Section carries twelve marks. (Attempt all questions)**

**10x2=20**

- Q8) Explain the role of social media in positive journalism.
- Q9) Discuss the increasing foreign direct investment in Indian media from the perspective of Globalization
- Q10) Write an essay on Press Freedom and Accountability.