

# St. Joseph's Degree & PG College

(Autonomous)

Affiliated to Osmania University

Re-Accredited by NAAC with "B++" Grade

King Koti Main Road, Hyderabad – 500029

**End Semester Examinations July 2021 (April 2021 Cycle)**

**BA (MCJ) -II Year**

**Semester IV**

**Subject: News paper and Magazine Design (SEC)**

**Subject ID : NMD4A07A21**

**Date :03-08-2021**

**Max.Marks:30**

**Time: 2hrs 30minutes**

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**I. Answer the following questions in one line each ( 10x1=10 Marks)**

1. What is Newspaper Design?
2. How many points are there in one inch?
3. How many points are there in one pica or em?
4. Define and describe a font.
5. What is a Deck?
6. What is Magazine Design?
7. What is a spread?
8. What is the difference between Serif and Sans Serif?
9. What is collage?
10. Spell out CMYK and RGB.

**II. Answer any four from the following questions in 300 words (4x3=12 Marks)**

1. Explain the significance of typography in Newspaper Design.
2. Name any six popular type families you know.
3. What are the common techniques followed for designing display headlines?
4. Explain the significance of white space with an example.
5. Discuss any three tips followed for page design and layout of a magazine.
6. Explain the role of photographs in a magazine and the function of a caption.

**III. Answer the following (1x8=8 Marks)**

1. Compare the salient features of Newspaper and Magazine Design.

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End Semester Examinations July 2021 (April 2021 Cycle)

**B.com (Gen,Comp), B.sc, BA, BBA – II Year**

**Semester IV**

**Subject: English - IV**

**Subject ID : ENG4UGA21**

**Date :15-07-2021**

**Max.Marks:60**

**Time: 2hrs 30minutes**

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## Section I

**I. Answer the following :**

**( 6x2=12)**

1. Why did the author need to call his colleague to attend to surgical case?
2. What was the conflict in the author's mind before he performed the surgery?
3. What is the central theme of the poem, 'Anger' by Charles Lamb?
4. Do you agree with the argument of Jiddu Krishnamurti that "the purpose of education is to prepare people for life". Why?
5. Elaborate on the following line by Stanley – 'Who has always looked for the best in others and given them the best he had'
6. Why did the two sisters fight with each other in the play the *Dear Departed*?

## Section II

**II. Answer any Two of the following:**

**(2x6=12)**

1. What are the strategies you want to offer as a student to fight the crisis in education system during the Covid period.?
2. How do you cope with the psychological stress on failing in an exam?
3. Do you believe that "by embracing the nuances of human emotions in the workplace leads to pragmatic benefits"
4. Elaborate on the statement – ' Self-motivation drives people to keep going even in the face of set-backs'
5. When you start a new job, how do you build relationships through your interpersonal skills?

## Section III

**III. Answer the following :**

**( 6x6=36)**

1. How does a cover letter help the most questions asked in an interview?
2. What are some of the most important interview skills?

3. What are the disadvantages of discussion method?
4. How does note making help you in organising ideas?
5. Why are presentation skills important for students?
6. How information transfer is important in writing skills?

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**End Semester Examinations July 2021 (April 2021 Cycle)**

**BA (Mass Communication) -II Year  
Semester IV**

**Subject: New Media Technologies**

**Subject ID : NMT4A01A21**

**Date :19-07-2021**

**Max.Marks:60**

**Time: 2hrs 30minutes**

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## **Section-A**

**I. Answer the following questions**

**3x12=36**

**Q.NO: 1** Write about Information revolution and the concept of information Society.

**OR**

**Q.No: 2 A.** Write down the Five ideas of technological change.

**B.** Explain the impact of information in communication technologies.

**Q.NO: 3**What is analog and digital technology? Explain its Impact Digital technology.

**OR**

**Q.No: 4 A.** What is democratization of information?

**B.** Explain the impact of digital technology on film and television?

**Q.NO: 5** Write about the Satellite technology and its orbits, uplinks and downlinks.

**OR**

**Q.No: 6 A.** Explain the application of technology in print and electronic media.

**B.** What are the C Band and KU Bands?

## **Section-B**

**II. Answer any TWO of the following**

**2x12=24**

**Q.NO: 7**Explain the various applications of Multimedia.

**Q.No: 8 A.** What is WWW? Explain with examples

**B.** Write about understanding internet technology.

**Q.NO: 9**What are Intellectual property rights? Explain it in detail.

**Q.No: 10 A.**Explainnetwork society.

**B.**Explainthe intellectual property rights.

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End Semester Examinations July 2021 (April 2021 Cycle)

**BA (JPE) -II Year**

**Semester IV**

**Subject: Romantic and Victorian Age**

**Subject ID : RMV4A02A21**

**Date :19-07-2021**

**Max.Marks:60**

**Time: 2hrs 30minutes**

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## **Section A**

**I Answer the following questions in about 300 words.**

**(8X3 =24)**

**1A) Write an essay on Romantic Era in English Literature.**

**Or**

**1B) Give an overview of the Victorian Age in English Literature.**

**2A) How does Lamb portray memories of a bygone past in *old China*.**

**Or**

**2 B) Bring out the pathos and humour in Lamb's *Poor Relations***

**3A) 1) Give a plot overview and the major themes in *Pride and Prejudice***

**Or**

**3 B) Attempt a character sketch of Elizabeth Bennet**

## **Section B**

**II Annotate any six the following**

**(6x6=36)**

**A). O, for a draught of vintage! that hath been**

Cool'd a long age in the deep-delved earth,

Tasting of Flora and the country green,

Dance, and Provençal song, and sunburnt mirth!

O for a beaker full of the warm South,

Full of the true, the blushful Hippocrene,

With beaded bubbles winking at the brim,

And purple-stained mouth;

That I might drink, and leave the world unseen,

And with thee fade away into the forest dim:

**B** For oft, when on my couch I lie  
In vacant or in pensive mood,  
They flash upon that inward eye  
Which is the bliss of solitude;  
And then my heart with pleasure fills,  
And dances with the daffodils

**C)**O wild West Wind, thou breath of Autumn's being,  
Thou, from whose unseen presence the leaves dead  
Are driven, like ghosts from an enchanter fleeing,

Yellow, and black, and pale, and hectic red,  
Pestilence-stricken multitudes: O thou,  
Who chariotest to their dark wintry bed

The winged seeds, where they lie cold and low,  
Each like a corpse within its grave, until  
Thine azure sister of the Spring shall blow

**D)** Ah, love, let us be true  
To one another! for the world, which seems  
To lie before us like a land of dreams,  
So various, so beautiful, so new,  
Hath really neither joy, nor love, nor light,  
Nor certitude, nor peace, nor help for pain;  
And we are here as on a darkling plain  
Swept with confused alarms of struggle and flight,  
Where ignorant armies clash by night.

**E)** It may be that the gulfs will wash us down:  
It may be we shall touch the Happy Isles,  
And see the great Achilles, whom we knew.  
Tho' much is taken, much abides; and tho'  
We, are not now that strength which in old days  
Moved earth and heaven, that which we are, we are;  
One equal temper of heroic hearts,  
Made weak by time and fate, but strong in will  
To strive, to seek, to find, and not to yield.

**F)**What hand and brain went ever paired?  
What heart alike conceived and dared?  
What act proved all its thought had been?  
What will but felt the fleshly screen?

**We ride and I see her bosom heave.  
There's many a crown for who can reach,  
Ten lines, a statesman's life in each!  
The flag stuck on a heap of bones,  
A soldier's doing! what atones?  
They scratch his name on the Abbey-stones.  
My riding is better, by their leave.**

.

**G)My heart aches, and a drowsy numbness pains**  
My sense, as though of hemlock I had drunk,  
Or emptied some dull opiate to the drains  
One minute past, and Lethe-wards had sunk:  
'Tis not through envy of thy happy lot,  
But being too happy in thine happiness,—  
That thou, light-winged Dryad of the trees  
In some melodious plot  
Of beechen green, and shadows numberless,  
Singest of summer in full-throated ease.

....End.....

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**BA (MCJ) -II Year**

**Semester IV**

**Subject: Communication and Development**

Subject ID : **CAD4A03A21**

Date :23-07-2021

Max.Marks:60

Time: 2hrs 30minutes

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## **Section-A**

**I. Answer the following questions**

**3x12=36**

**Q.NO: 1** Explain the role of communication in bringing about social change.

**OR**

**Q.No: 2A.** Comment upon the process of modernization and industrialization.

B. Comment upon Rostow's stages of economic growth.

**Q.NO: 3** Elaborate upon the Dominant Paradigm in Development Communication.

**OR**

**Q.No: 4 A.** Explain the Diffusion of Innovations approach.

B. Explain the Minimal Effects of Mass Media theory.

**Q.NO: 5** Explain the pivotal role played by Community Radio in the Jhabua and Kheda development projects.

**OR**

**Q.No: 6A.** Explain the advantages and disadvantages of SEZs.

B. Explain the significance of development support communication.

## **Section-B**

**II. Answer any TWO of the following**

**2x12=24**

**Q.NO: 7** Elaborate upon the use of traditional and folk media in Development Communication.

**Q.No: 8A.** Comment upon the role played by Krishi Darshan.

B. Comment upon the role played by Mattoli Radio.



**Q.NO: 9** Elaborate upon process of Campaign Implementation and Evaluation.

**Q.No: 10 A.** Discuss the importance of research in Development Communication.

**B.**Discuss the importance of properly designed communication messages and materials.

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**BA (JPE) -II Year**

**Semester IV**

**Subject: Social Psychology**

Subject ID : **SPS4A04A21**

Date :23-07-2021

Max.Marks:60

Time: 2hrs 30minutes

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## Section-A

**I. Answer the following questions**

**3x12=36**

**Q.No 1.** Define Social Psychology and discuss the importance of history in understanding social psychology

**OR**

**Q.No 2.A.** How would you characterize the social psychology?

B. Discuss the methodological approach

**Q.No 3.** Explain how the theoretical approach has changed the view on social attribution with an example of any one theorist contribution.

**OR**

**Q.No 4.A.** Enumerate the errors in attribution process with real life examples

B. Discuss the ways of impression management.

**Q.No 5.** What is the difference between self-perception and cognitive dissonance theory

**OR**

**Q.NO 6 A.** Steps involved in helping and non-helping process

B. What are the internal and external factors of prosocial behavior.

## Section-B

**II. Answer any TWO of the following**

**2x12=24**

**Q.NO: 7.** Define group and functions of group

**Q.No: 8A.** Explain how social loafing and facilitation forms group functions.

B. Describe the different types of groups

**Q.NO: 9** What is Leadership? what are the different types of leaders explain with example?

**Q.No: 10 A.** Difference between trait and contingency theory

B. Explain the traits of leaders with examples.

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**BA (MCJ and JPE) -II Year**

**Semester IV**

**Subject: Print Media**

**Subject ID : PRM4A05A21**

**Date :27-07-2021**

**Max.Marks:60**

**Time: 2hrs 30minutes**

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## **SECTION A**

**Answer the Following:**

**(3\*12=36 Marks)**

1.A. Discuss the history and growth of press in India.

Or

2. A. Explain the role and impact of Newspapers in Society.

B. Discuss the present scenario of Newspapers in India.

3 A. What is Investigative Journalism? Explain its need with examples.

Or

4A. Explain Celebrity or Page 3 Journalism.

B. Discuss the importance and limitations of Citizen Journalism.

5 A. Discuss the various formats and sizes used for publication of various print media material.

Or

6A. Write about Conventional Paper sizes.

B. Write about Modern Paper sizes.

## **SECTION B**

**Answer any TWO from the following:**

**(2\*12=24 Marks)**

7A.Explain the different stages in production of a newspaper.

8A. Explain the anatomy of a newspaper.

B. Briefly describe page making techniques of Front page, Editorial page & Supplements.

9A. What is a Layout? Discuss the use of graphics and photographs in publications.

10A. Discuss Offset and Gravure printing processes.

B. Explain the principles and advantages of Digital printing.

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**B.Com (MCJ) -II Year  
Semester IV**

**Subject: Public Relations**

**Subject ID : PRL4A06A21**

**Date :30-07-2021**

**Max.Marks:60**

**Time: 2hrs 30minutes**

## **SECTION-A**

**Answer all the questions:**

**3\*12=36**

1. Explain with examples the difference between Strategy and Tactics in PR:

OR

2. A Describe Public Relations Practice

B List PR Advice and its importance in PR ?

3. Discuss Setting Objectives and Seven Golden Rules in PR Planning

OR

4. A Explain the Four Stages of PR Process.

B Describe Media Strategy in PR Communication

5. Who are the Publics and explain their significance in Public Relations ?

OR

6. A Public Opinion Polls

B Opinion Leaders

## **SECTION- B**

**Answer ant TWO questions**

**2\*12=24**

7. Write a 7-line Newspaper Press release and a 5 -line Press Invitation for your College Day function

8. A Media lobbying- a boon or bane . Comment

B Media Relations- how vital is it in today's world.

9. Explain how Crisis Management is critical in PR

10. A Corporate Reputation is built over years. Share your thoughts with examples.

B Explain Corporate Social Responsibility