Sanjay Ghodawat University, Kolhapur 2019-20

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Year: 2019-20 **School of Liberal Arts** **Department of JMC**

Program: S.Y. B.A.JMC

Course Code: MCA-117 **Course Title: Television Journalism** **Semester –III**

Day and Date: Friday 22/11/19 **End Semester Examination (ESE)** **Time:** 10.30 am to 1.30 pm (3hr) **Max Marks: 100**

Instructions:
1) All questions are compulsory.
2) Assume suitable data wherever necessary.
3) Figures to the right indicate full marks.

Q.1	**A**	**Fill in the blanks with best suitable alternatives from the given.**	**Marks-10**	**Blooms Level**	**COs**
	a)	The satellite of -----launched the SITE project. i) Insat-1-A ii) ATS-6 iii) Sputnik-1 iv) Bhaskar-1	01	L1	CO1
	b)	First cable television channel started in India was----. i) Zee TV ii) MTV iii) Star TV iv) Sony TV	01	L1	CO2
	c)	'PTZ' means ------. i) Program-Tilt-Zone ii) Picture-Telecast-Zoom iii) Pan-Tilt-Zoom iv) Production-Telecast-Zone	01	L1	CO3

ESE

d)	On ----, news broadcast started on television in India. i) 26 January 1950 ii) 15 August 1965 iii) 2 October 1972 iv) 15 August 1959	01	L1	CO4
e)	BRAI works against----. i) customer relationship ii) customer behaviour iii) customer complaints iv) customer reviews	01	L1	CO5
f)	Live cricket match is -----. i) Nonlinear editing ii) Linear editing iii) Studio editing iv) Editing	01	L1	CO6
g)	-----is the name of a series of satellite communication of India. i) Bhaskar-1 ii) INSAT iii) Rohini iv) Aryabhata	01	L1	CO1
h)	CNN means-----. i) Canadian news network ii) Cable news network iii) Corporation news network iv) Cuba news network	01	L1	CO2

i)	----a person's supremacy can be expressed. i) From a normal angle ii) From a low angle iii) From a high angle iv) None of above	01	L1	CO3
j)	Visual literacy was originally defined as set of-----. i) Visual ii) Languages iii) Cognitive skills and strategies iv) Competencies	01	L2	CO4

B) **Match the followings** **Marks-05**

	'A' Group	'B' Group			
a)	DD Kisan	1) Television rating points	01	L1	CO1
b)	Zee TV	2) Camera movement	01	L1	CO2
c)	Pan	3) 26-May-2015	01	L1	CO3
d)	Documentary	4) Subhash Chandra	01	L1	CO5
e)	TRP	5) Non-linear editing	01	L1	CO6

C) Answer the following statements with True or False and correct the false one. **Marks-05**

a)	Documentary is non-fiction based program.	01	L1	CO4
b)	Pre-preparation is required for the interview.	01	L2	CO5
c)	The TV anchor or presenter looks pretty good.	01	L1	CO3
d)	Visual literacy is based on the idea that picture can be read and that can mean reading through a process.	01	L2	CO4
e)	TRP plays a vital role in the development of TV programs.	01	L2	CO6

Q.2		**Write short note on any four of the following.**	**Marks-20**		
	a)	Television and education.	05	L1	CO1
	b)	Concept of television.	05	L2	CO1
	c)	Star TV network in India.	05	L2	CO2
	d)	Growth of Indian television.	05	L3	CO5
	e)	Piece to camera.	05	L4	CO5
Q.3		**Answer the following questions. (Any three)**	**Marks-24**		
	a)	Illustrate with suitable examples information and entertainment programs telecast on television.	08	L1	CO2
	b)	Explain the concept of script writing for television media.	08	L2	CO5
	c)	Explain interview techniques for television.	08	L2	CO5
	d)	Discuss the importance of audience measurement tools.	08	L3	CO6
	e)	Explain in detail concept of TAM.	08	L3	CO6
Q.4		**Answer the following questions (Any three)**	**Marks-36**		
	a)	Describe the ethics of television journalism in detail.	12	L2	CO3
	b)	Write a detailed note on Gestalt theory.	12	L3	CO4
	c)	Enlist the process of television news bulletin preparation.	12	L3	CO5
	d)	State the importance of research in Television production.	12	L4	CO6
	e)	What is prime time of television program? Describe in detail the television programs run at prime time in India.	12	L5	CO6