



Sanjay Ghodawat University, Kolhapur
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EXM/P/09/01

Year and Program:
2018-19 SYBA

School of Liberal Arts

Department of MMMC

Course Code: MCA 117 Course Title: Television Journalism
Day and Date End Semester Examination (ESE)

Semester – III

Time: Max Marks: 100

05 Wednesday 05 Dec 18

2:30 pm to 5:30 pm

Instructions:

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

Q.01	Fill in the blanks with appropriate option.	Levels	Marks-08	COs
a)	Terrestrial Television in India started an experimental telecast from the city..... a) Mumbai b) Chennai c) Delhi d) Bangalore	L1	01	CO1
b)	SITE project launched in six states of India including..... a) Gujrat b) Orisa c) Panjab d) Uttar Pradesh	L1	01	CO1
c)	ANI stands for..... a) Advertising National Institute b) Asian News International c) Association of News in India d) American News International	L3	01	CO3

d)	BRAI works against	L2	01	CO5
	a) customer relationship			
	b) customer complaints			
	c) customer reviews			
	d) customer behaviour			
e)is the father of Gestalt Theory.	L2	01	CO6
	a) J.Thomson			
	b) Mark			
	c) Kurt Koffka			
	d) John Milley			
f)	Visual Literacy was originally defined as a set of....	L5	01	CO4
	a) cognitive skills and strategies			
	b) competencies			
	c) Visuals			
	d) languages			
g)	Cultivating news sources means.....	L6	01	CO2
	a) to develop strong relation with sources			
	b) to improve communication skills			
	c) to manage news sources			
	d) to increase sources			
h) was the first news reader in Doordarshan.	L3	01	CO3
	a) Uma Tiwari			
	b) Pratima Puri			
	c) Salma Sultan			
	d) Altaf Hussain			

Q.02	Answer in one or two sentences (Any Eight)	Levels	Marks-16	COs
a)	Define the concept of Television.	L1	02	CO1
b)	What is News?	L6	02	CO2
c)	What are the news values?	L6	02	CO2
d)	What is Three Point Lightning?	L3	02	CO3
e)	What is Editing?	L2	02	CO5
f)	Write about TAM.	L2	02	CO6
g)	How TV viewership is determined?	L2	02	CO6
h)	What is the role of BARC?	L2	02	CO6
i)	What is Gestalt Theory?	L5	02	CO4

Q.03	Write short note on any four.	Levels	Marks-16	COs
a)	News Beats.	L6	04	CO2
b)	Cultivating News Sources.	L6	04	CO2
c)	Broadcast Media.	L1	04	CO1
d)	ENG Camera.	L3	04	CO3
e)	Visual Literacy.	L5	04	CO4
f)	Interview techniques for TV journalism.	L2	04	CO5

*Q.04	Attempt any six.	Levels	Marks- 30	COs
a)	Overview the changing phases in Indian Television.	L1	05	CO1
b)	Write a short note on Audience Segments.	L6	05	CO2
c)	Comment on Private TV channels in India.	L6	05	CO2
d)	What is Camera Visual Language? Give summary.	L3	05	CO3
e)	What are the characteristics of news writing for TV?	L3	05	CO3
f)	What is Television Reporting?	L2	05	CO5
g)	Why research is important in Television production?	L2	05	CO6

Q.05	Attempt any three.	Levels	Marks-30	COs
a)	Write a brief note on the role of Television in National Development.	L1	10	CO1
b)	Describe the ethics of Television journalism in detail.	L3	10	CO3
c)	Describe the basic forms of Television programme with suitable examples.	L5	10	CO4
d)	Write a detailed note on types of reporting in TV journalism.	L2	10	CO5
e)	Write the importance of Audience Measurement Tools and describe the concept of TRP.	L2	10	CO6

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