



CBCS CURRICULUM OF
M.A. MASS COMMUNICATION PROGRAMME
SUBJECT CODE = MMC

FOR POST GRADUATE COURSE UNDER RANCHI UNIVERSITY



Implemented w.e.f.
Academic Session 2018-2020

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In Mass Communication
As per Guidelines of the Ranchi University, Ranchi**

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COURSE STRUCTURE FOR POSTGRADUATE PROGRAMME

Table AI-1: Distribution of 80 Credits for P.G. Courses

[*wherever there is a practical examination there will be no tutorial and vice –versa.]

Course	Papers	Credits Theory + Practical	Credits Theory + Tutorial
I. Foundation Course (FC)			
1. Foundation Course Compulsory Foundation/ Elective Foundation	(FC) 1 Paper	1X5=5	1X5=5
II. Core Course (CC)			
Theory	(CC 1 to 10/11) 7 Papers/11 Papers	7X5=35	11X5=55
Practical/ Tutorial*	3 Papers/-----	3X5=15	
Project	1 Paper	1X5=5	1X5=5
III. Elective Course (EC)			
A. Ability Enhancement Course of the Core Course opted			
	(AE/EC 1) 1 Paper	1X5=5	1X5=5
B. Discipline Centric Elective			
Theory + Practical	(DC/EC 2&3) 2 Papers 1 Paper	2X5=10 1x5=5	
OR Theory/Practical/Tutorial*	1Paper + 1 Practical/Dissertation		2X5=10
OR Generic Elective/ Interdisciplinary (GE/EC 2&3)			
Theory OR Theory/Practical/Tutorial*	2 Papers 1 Paper + 1 Practical/Dissertation		
Total Credit = 80			= 80

Table AI-1.1: Course structure for M.A./M.Com Programme

Semester	Subject (Core Courses) 12 Papers	Allied (Elective Courses) 3 Papers	Foundation Course (Compulsory Course) 1 Paper	Total Credits
Sem-I	C-1, C-2, C-3 (5+5+5=15 Credits)		Foundation Course FC (05 Credits)	20 Credits
Sem-II	C-4, C-5, C-6, C-7 (5+5+5+5=20 Credits)			20 Credits
Sem-III	C-8, C-9, C-10 (5+5+5=15 Credits)	EC1 (05 Credits)		20 Credits
Sem-IV	C-11, (05 Credits) C-12 (Project) (05 Credits)	EC2, EC3 (5+5=10 Credits)		20 Credits
Total = 80 Credits				

COURSES OF STUDY FOR POSTGRADUATE PROGRAMME IN MASS COMMUNICATION

Table AI-2 Subject Combinations allowed for M. A. Programme (80 Credits)

Foundation Course FC 1 Paper	Core Subject CC 12 Papers	Ability Enhancement Course AE 1 Paper	Discipline Centric Elective/ Generic Elective Course DC/ GE 2 Papers
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Table AI-2.1 Semester wise Examination Structure for Mid Sem & End Sem Examinations:

Sem	Core, Allied SE/GE/DC & Compulsory FC Courses			Examination Structure		
	Paper	Paper Code	Name of Paper	Mid Semester Evaluation (F.M.)	End Semester Evaluation (F.M.)	End Semester Practical/ Viva (F.M.)
I	Foundation Course	FCMMC101	Development of Media	30	70	---
	Core Course	CCMMC102	Introduction to Principles of communication and Journalism	30	70	---
	Core Course	CCMMC103	Advertisement & Public Relations	30	70	---
	Core Course	CCMMC104	Print Media- Reporting, Writing & Editing (P)	30	50	20
II	Core Course	CCMMC201	Basics of Photography (P)	30	50	20
	Core Course	CCMMC202	Development Communication & Media Research	30	70	---
	Core Course	CCMMC203	Media Laws & Ethics	30	70	---
	Core Course	CCMMC204	Radio- Reporting, Writing & production	30	70	---
III	Ability Enhancement Course	ECMMC301	A. Environmental Communication OR B. Rural Communication	30	70	---
	Core Course	CCMMC302	Media Management	30	70	---
	Core Course	CCMMC303	International Communication	30	70	---
	Core Course	CCMMC304	TV- Reporting, Writing & Production (P)	30	50	20
IV	Elective	ECMMC401	Online Journalism (P)	30	50	20
	Elective	ECMMC402	Corporate Communication	30	70	---
	Core Course	CCMMC403	Dissertation	----	----	70+30
	PROJECT	PRMMC404	Study Tour/ Internship- II Semester & IV Semester	----	----	50 x 2 =100

SEMESTER I

4 Papers**Total 100 x 4 = 400 Marks****I. COMPULSORY FOUNDATION COURSE [FCMMC101]:**

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100	Pass Marks (MSE:17 + ESE:28)=45
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Instruction to Question Setter:**Mid Semester Examination (MSE):**

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations.

DEVELOPMENT OF MEDIA**Theory: 60 Hours; Tutorial: 15 Hours****Course Objective:-**

This course will provide the students with the historical background of the media – the press (print), radio, and television. It will also touch upon the recent developments in new media such as satellite, cable, internet, etc. The purpose of this course is to help the students construct a historical framework in which major technological discoveries will be highlighted. They will also be required to analyze as to how these technological discoveries converged to give birth to major media and how these have brought about a fundamental change in the society and culture of communication.

Unit-1- Origin and Growth of the Press in India

- Origin , Historical Perspective of Print Media
- Indian language Press- Pre & Post Independence
- Growth of Indian News Agencies
- Growth of Media in Jharkhand

Unit-2- Development of Electronic Media

- Development of Radio, AIR, Commercial F.M.
- Growth of Television: Origin, History, Significance, Satellite & Cable TV
- Development of Cinema in India- Early Efforts, Historical View, Issues & Problems
- Organizational Structure of Radio & Television

Unit-3- New Media & Trends

- Recent Trends in Media
- Emergence of Social media
- Emergence of Digital media
- Current & latest issue on Media

Unit-4- Emergence of Folk Media

- Folk Media in India
- Traditional forms of Oral & Visual Communication in Indian Society
- Popular Traditional Forms
- Folk media of Jharkhand

Essential Readings

- Journalism in India - Rangaswamy Parthasarathi*
- Mass Communication in India – Keval J Kumar*
- The Press- M. Chalapathi Rau*
- Mass Communication and Journalism in India- D.S. Mehta*
- भारतीय पत्रकारिता का इतिहास – जे. नटराजन

II. CORE COURSE [CCMMC102]:

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100**Pass Marks (MSE:17 + ESE:28)=45*****Instruction to Question Setter:******Mid Semester Examination (MSE):***

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations.

INTRODUCTION TO PRINCIPLES OF COMMUNICATION & JOURNALISM**Theory: 60 Hours; Tutorial: 15 Hours*****Course Objective:***

This course introduces to the students the basic concepts, models and theories of Communication. Most of these basic concepts, models and principles evolved in the western societies. In the formal classes, the treatment of the topics will focus on the applicability of these in the Indian context. The course will also concentrate on the alternative perspectives including the Indian perspective of Communication.

Unit-1- Basic Concepts of Communication

- Communication- Meaning, Definition, Scope, Nature & Function
- Forms, Process & Elements of Communication
- Various Types and Barriers of Communication
- Medium of Mass Communication and Typology of Audience

Unit-2- Models of communication

- Models of Communication- Meaning and its Utility
- SMR, SMCR, Lasswel, Osgood
- Newcomb, Dance's Model, Gatekeeping, Shannon & Weaver
- Bredrock, Wilbur Schramm, Spiral of Silence

Unit-3- Theories of communication

- Hypodermic Needle Theory, Two-step Theory, Multistep Theory
- Authoritarian, Libertarian, Communist and Social Responsibility Theory
- Diffusion of Innovation, Game Theory, Cultivation Theory
- Agenda Setting, Uses & Gratification & Personal Influence Theory

Unit-4- Basic Concept of Journalism

- Journalism- Concept, Dimension & Function
- Career in Journalism- Training & Development
- Indian Society- Demography, Socio-Economic & Political Profile
- New Trends in Journalism- Sting operation, Paid News etc.

Essential Readings

- A History of Communication Study - Everett Rogers*
- Mass Communication Theory: An introduction – Denis McQuail*
- Mass Communication in India – Keval J Kumar*
- The Dynamics of Mass Communication – J.R.Dominick*
- संप्रेषण : प्रतिरूप एवं सिद्धांत – डॉ. श्रीकांत सिंह

III. CORE COURSE [CCMMC103]:

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100**Pass Marks (MSE:17 + ESE:28)=45****Instruction to Question Setter:**Mid Semester Examination (MSE):

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations.

ADVERTISING & PUBLIC RELATIONS**Theory: 60 Hours; Tutorial: 15 Hours****Course Objective:**

Advertising and Public Relations (increasingly being called Corporate Communications) are the two essential specialized areas of the discipline of Communication. These two areas are closely related and hence these have been put together to provide the students with the historical background and latest developments. The students will be taught to use various tools of Public Relations for Communication. They will also be taught the process of producing the ads. The students will be asked to determine the kind of impact the ads and PR campaigns can make on the audience.

Unit-1- Advertising: Principles & Practices

- Evolution and Growth of Advertising
- The Ways Advertising Works
- Definitions of Various Key Concepts
- Advertising and Social and Cultural Change
- Impact of Advertisement on Children, Women, etc;

Unit-2-Creativity and Qualities of Advertisements

- Brand and Brand Positioning
- Stages in the Creative Process
- Media Planning
- Qualities of a Successful Advertisement

Unit-3- Introduction to Public Relations

- Meaning, Definition, Nature and Scope of Public Relations.
- History of Public Relations
- Elements of Public Relations: Publicity and Propaganda
- Tools and Methods, Qualities of PRO

Unit-4- Public Relations Management

- Public Relations as a Management Function
- Role of Public Relations in Government, Industry, Public and Private Sectors
- Public Relation Strategy & its Implementation
- Media Support System- Press Release, Press Meet, Press Brief, Press Conference, House Journal

Essential Readings

- Advertising Media Planning - Z. J. Sisson and Bumba Lincoln*
- Brand Positioning: Strategies for Competitive Advantage - Subroto Sengupta*
- Advertising Principles and Practices-Williams well et. al*
- The Practice of Public Relations - P. F. Seitel,*
- विज्ञापन : निर्माण एवं प्रक्रिया – कुमुद शर्मा*

IV. CORE COURSE [CCMMC104]: (Credits: Theory-03, Practical-02)

Marks : 30(MSE: 1Hr) + 50 (ESE: 3Hrs) + 20 (ESE: Pr 3Hrs)=100	Pass Marks =45
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Instruction to Question Setter:***Mid Semester Examination (MSE):***

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions of **short answer type** carrying 5 marks each. **Group B will contain descriptive type three** questions of twenty marks each, out of which any two are to be answered.

There will be one **Project of 20 marks** in End Semester Examination.

Note: There may be subdivisions in each question asked in Theory Examinations.

PRINT MEDIA- REPORTING, WRITING AND EDITING (P)**Theory: 45 Hours; Practical: 30 Hours****Course Objective:**

This course introduces to the students the process and art of print journalism. It will provide the students the skills of reporting and editing of events following certain established rules and conventions. The students will be given practical assignments to drill the skills needed for reporting, writing and editing. Emphasis will be given to the practical assignments that the students will be doing to complete their portfolio. A separate assignment sheet will be given to the students for the portfolio

Unit-1- Concept of News

- News- Concept, Definition, Value, Element & Objectivity
- Types of News, Structuring & Function of Newsroom
- Story Form- Inverted Pyramid, Intro/Leads, Types of Lead etc.
- Sources of the News, News Gathering

Unit-2- Writing for Print

- Writing Styles needed in the Field of Journalism
- Art of Writing, Articles Features, Reviews, Letter to editor, etc.
- Editorial & Column Writing
- Writing For Magazine

Unit-3- Reporting: Principles & Techniques

- Concept and Process, Reporting Skills
- Various Types of Reporting- Parliamentary, Legislature, Educational, sports, Crime, Business, Health, Development etc.
- Characteristics of Reporter & their Functions
- Interview- Definition, Types & Preparation

Unit-4- Editing

- Editing Fundamentals- Meaning, Purpose, Tools, Typography
- Editing Principles—6C's
- Editing Software- Quark Express, In-Design
- Production- Front, Mid, Supplement Page for Newspaper & Layout of Magazine

Practical- Student will produce Tabloid Newspaper/Magazine which will be evaluated by concerned faculty.

Essential Readings

- The Journalists Handbook - M.V. Kamath*
 - Editing: A Handbook for the Journalist - George, T.J.S.*
 - News Reporting and Editing - Srivastava, K.M.*
 - News Reporters and News Sources - Herbert Strentz*
 - समाचार, फीचर लेखन एवं संपादन कला- डॉ. महेन्द्र कुमार मिश्रा
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SEMESTER II

4 Papers**Total 100 x 4 = 400 Marks****I. CORE COURSE [CCMMC201]:**

(Credits: Theory-03, Practical-02)

Marks : 30(MSE: 1Hr) + 50 (ESE: 3Hrs) + 20 (ESE: Pr 3Hrs)=100	Pass Marks =45
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Instruction to Question Setter:***Mid Semester Examination (MSE):***

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions of **short answer type** carrying 5 marks each. **Group B will contain descriptive type three** questions of twenty marks each, out of which any two are to be answered.

There will be one **Project of 20 marks** in End Semester Examination.

Note: There may be subdivisions in each question asked in Theory Examinations.

BASICS OF PHOTOGRAPHY (P)**Theory: 45 Hours; Practical: 30 Hours****Course Objective:**

This course aims to train students in the basics of photography to begin with and later to provide them a firm grounding in the various areas of news photography. This course is strongly recommended for those who are endowed with a passion for visual narratives and a drive to capture news personalities and events.

Unit-1- Introduction to Photography

- Photography – Elements and Principles
- Visual Language - Meaning
- Photography Terminology
- Principles of Composition, Subject and Light

Unit-2- Equipment and Elements in Photography

- Photographic Equipment – Cameras, Types, Formats, Lens – Their Types and Functions, Film – Types and Functions, other Accessories
- Shots, Focus, Aperture, Shutter Speed, Selection of subject, Different Types of Photographs, Action Unit
- Photo Editing – Software, Procedure, Pictures for Newspapers and Magazines
- Developing photographers- Manual and Digital Photography

Unit-3- Taking Photographs in Different Situations

- Photographing People - Portrait and Still
- Wildlife, Environment, Landscape, Industrial Disasters

- Photography for Advertising, Sports
- Conflicts, War, Political and Social Photography

Unit-4- News and Photography

- News Values for Pictures; Photo-essays; Photo Features
- Qualities Essential for Photo Journalism
- Picture Magazines; Colour Photography
- Impact of Technology

PHOTOGRAPHY PRACTICAL (Any One)

A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

- Student will be required to click photographs on themes discussed in the class and make an e-portfolio.

OR

- They will also prepare a photography portfolio (hard copy) of more than 50 photos.

OR

- A photo exhibition will also be organized where students will display their photographs which will be evaluated by an external expert.

OR

- They will make a photo-story on any given topic with six photographs.

Essential Readings

- *The encyclopedia of photography - Richard Zakia & LeatieStroebel*
 - *Understanding Digital Photography - Joseph A .Ippolito*
 - *The Manual of Photography - Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray*
 - *The Photographer's Handbook - John Hedgecoe*
 - *फोटो पत्रकारिता – नवल जायसवाल*
-

II. CORE COURSE [CCMMC202]: (Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100	Pass Marks (MSE:17 + ESE:28)=45
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Instruction to Question Setter:

Mid Semester Examination (MSE):

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations.

DEVELOPMENT COMMUNICATION & MEDIA RESEARCH

Theory: 60 Hours; Tutorial: 15 Hours

Course Objective:

The main aim of this course is to make the students aware of the importance of development & research in Communications. The students will be taught the different methods for conducting Communication research.

Unit-1-Development Communication- Basic Principles

- Development communication- Meaning, Concept, Process & Relevance Strategy
- Approaches & Dilemmas of Development
- Characteristics of Developing Countries , Gap between Developed & Developing Countries
- Development Indicators

Unit-2- Theories & Models of Development Communication

- Role of Communication in Development
- Models of Development
- Theories of Development Communication
- Government Developmental Programmes & Policies,

Unit-3- Research- Principles & Applications

- Research- Concept, Meaning, Definition, Types, Elements & Approach
- Communication Research- Methods, Importance, Area
- Media Research- Planning, Importance & Problems
- Techniques & design of Research, Data Collection Basics and its Advantages & Disadvantages

Unit- 4- Different Aspects of Research

- Sampling- Meaning, Types, Advantages & Disadvantages
- Technological involvement in Research
- Writing for Research- Synopsis, Research Paper, Thesis & Project
- Ethical aspects in Media Research

Essential Readings

- Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves*
- Communication Technology and Human Development– Recent Experiences in the Indian Social Sector: Avik Ghosh*
- Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak*
- Mass Media Research– Processes, Approaches & Applications: Roger D. Wimmer & Joseph R. Dominick*
- विकास संचार – डॉ. अर्जुन तिवारी

III. CORE COURSE [CCMMC203]:

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100	Pass Marks (MSE:17 + ESE:28)=45
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Instruction to Question Setter:**Mid Semester Examination (MSE):**

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations.

MEDIA LAWS & ETHICS**Theory: 60 Hours; Tutorial: 15 Hours****Course Objective:**

The main aim of this course is to enable the students understand the legal and ethical aspects of the Indian media and the existing regulatory mechanisms.

Unit-1- Introduction to the Indian Constitution

- Main features of Indian Constitution
- Fundamental Rights, Directive Principles of State policy
- Freedom of Speech & Expression- Provisions & Reasonable Restriction
- Election Commission of India- Introduction & Provisions

Unit-2- Important press laws

- History of Press Law in India
- Contempt of Court(1971), Defamation, Official Secret Act (1923), Press & Book Registration Act(1867), Working Journalist Act (1955)
- Cinematography Act, Cable & Television Act, Prasar Bharti Act
- Copyright Act, Indian Penal Code with Sedition

Unit-3- Media Ethics

- Media Ethical Problems- Right to Reply, Right to Privacy, Communal writing
- Sensational Journalism & Social Responsibility of Press
- Laws dealing obscenity, Laws related Women & Children
- PIL- Public Interest litigation- Important Provisions

Unit-4- Important Organization

- IPRA, PRSI, ASCI,AAAI
- CBFC, WTO, TRAI, BRAI
- Press Commission of India- History, works, Recommendations & Suggestions
- Press Council of India- Formation, Works & Codes

Essential Readings

- Law of the Press in India – D.D. Basu*
- Introduction to Indian Constitution- D. D.Basu*
- Practicing Journalism– Values, Constraints, Implications: Nalini Ranjan,*
- Media Laws & Ethics – Neelamalar*
- मीडिया कानून और नीतिशास्त्र –डॉ. सुधीर सोनी*

IV. CORE COURSE [CCMMC204]:

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100	Pass Marks (MSE:17 + ESE:28)=45
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Instruction to Question Setter:***Mid Semester Examination (MSE):***

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations.

RADIO- REPORTING, WRITING & PRODUCTION**Theory: 60 Hours; Tutorial: 15 Hours****Course Objective:**

Radio Journalism aims at imparting knowledge to the applicants who wish to pursue a career in journalism within the radio sector and equipping them to become a critical practitioners with journalistic skills like RJ

Unit-1- Basics of Radio

- Radio: An Oral Medium- Characteristics & Limitation
- Alternative Radio- Community, Campus, Online
- Radio for Social Change & Development
- Radio as Private Service Broadcasting

Unit-2- Radio Reporting & Anchoring

- Reporting Specialized Areas- Investigative Reporting, Interpretative Reporting
- Interview Techniques for Radio
- Structuring a Radio Report
- Entertainment Radio Broadcasting- Anchoring & Radio jockey

Unit-3- Radio Programme: Different Aspects

- Radio Programmes- Planning & Scheduling
- Composition & Different Format for Radio Programme- Subject for Audience Specific Programme- Interactive Programmes
- Radio Programme Production Elements- Speech, Narration, Dialogue, sound Effects, Music Silence
- Writing for Radio Programmes

Unit-4- Production- Equipment & Techniques

- Equipment for Radio Programme Production- Studio Set-up, Transmission, Technical Person
- Editing Software for Radio- Editing Techniques
- Microphones- Types, Placement, Uses
- Presentation of Radio Programmes- Job of Presenter, Delivery, Modulation & Projection of Voice

Essential Readings

- *Broadcast Journalism: Basic Principles - S.C. Bhatt*
- *Radio and TV Journalism - K.M. Shrivastava*
- *Radio Production Techniques - Robert Macliesh*
- *Local Radio - Sim Harris & Paul Chantler*
- *रेडियो जोकिइंग – राकेश– प्रज्ञा*

SEMESTER III
4Papers**Total 100 x 4 = 400 Marks****I. ABILITY ENHANCEMENT COURSE [ECMMC301A]:**

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100	Pass Marks (MSE:17 + ESE:28)=45
--	--

Instruction to Question Setter:**Mid Semester Examination (MSE):**

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations.

ENVIRONMENTAL COMMUNICATION Theory: 60 Hours; Tutorial: 15 Hours**Course Objective:**

Environmental Communication is the biggest issue in the society. This paper will help create awareness regarding environment among students.

Unit-1- Basics of Environmental Communication

- Environmental Communication- Meaning, Concept , Definition & Types
- Role & Relevance of Environmental Studies
- Impact of Environment on Development
- Major Environmental Issues- Global Warming

Unit-2- Major Movement & Government Programmes

- Environment Related Programmes through Media
- Major Environment Movement- Chipko, Narmada, Koyal Karo (In Jharkhand)
- Environment Protection & Conservation
- Role of NGO's & other Organizations in Environment

Unit-3- Important Act

- Air Pollution Act-1981
- Water Pollution Act-1972
- Wildlife Protection Act- 1972 with amendment of 2002
- Environmental Protection Act-1986

Unit-4- Different Aspects of Environmental Communication

- Brief Study of Magazine & Newspaper on Environment
- Prominent Environment Activists- Medha Patekar, Sundar Lal Bahuguna, Anil Agrwal
- Environmental Cricis- Present Status & Future Challenges
- Various Government Policies Related With Environment

Essential Readings

- Environmental Communication and the Public Sphere - Robert Cox*
- Environmental Communication- Jurin, Richard R., Roush, Donny, Danter, K. Jeffrey*
- The Green Pen - Keya Acharya ,Frederick N. J. Noronha*
- Environmental Studies - Benny Joseph*
- पर्यावरण और हम – सुखदेव प्रसाद*

OR**ABILITY ENHANCEMENT COURSE****[ECMMC301B]:**

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100	Pass Marks (MSE:17 + ESE:28)=45
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Instruction to Question Setter:Mid Semester Examination (MSE):

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations

RURAL COMMUNICATION**Theory: 60 Hours; Tutorial: 15 Hours.****Course Objective:**

India is a Country of Villages. This paper will help students understand the rural area and its problems,

Unit-1:- Introduction to Rural Communication

- Rural communication-Meaning & scope
- Special Features and Realities of Rural Communication
- Role of opinion leaders
- Role of traditional Communication for Rural Development

Unit-2- Different Approach in Rural communication

- Rural Developmental Programme
- Complexities of the Development Process
- Different Approach in Rural communication
- Panchayati Raj- Application, Provision, Trends

Unit-2- Basics Principles of traditional Media

- Traditional & Folk Media- Concept, Meaning & Definition
- Planning & Executions
- Differences between Traditional Media & Modern Mass Media
- Types of Traditional Media

Unit-4- New Trends in Rural Communication

- Modern Mass Media for Rural Communication- Reach & Access
- Globalization & Rural Development
- Role of technology & its impact on Rural communication
- Role of different organizations in rural development

Essential Readings

- Rural Development: Concept, Approach and Strategy* - B.K.Prasad
- Rural Development in India* - Desai Vasant
- People's Empowerment And Sustainable Rural Development : A Technological Approach* - U.N. Roy and J.S. Saini
- NGOs and Rural Development: Theory and Practice* - Bhowe Joel
- ग्रामीण समाज और संचार – डॉ. राघवेंद्र और ऋषि गौतम

II. CORE COURSE [CCMMC302]: (Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100	Pass Marks (MSE:17 + ESE:28)=45
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Instruction to Question Setter:**Mid Semester Examination (MSE):**

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations.

MEDIA MANAGEMENT**Theory: 60 Hours; Tutorial: 15 Hours****Course Objective:**

This paper has three main objectives: First is to introduce you to the managerial aspects of print and electronic media industries. Second is to delineate the Major management functions within industries and describe the important issues that confront individual managers.

In addition, the final is to explore management career opportunities in media industries.

Unit-1-Basics of Media Management

- Definition & Nature of Management Functions
- Principles of Media Management- Relevance with Mass Media
- Media: As Mission, Industry or Profession- Emerging Trends & Challenges
- Organizational Structure of Govt. & Private Media Organizations

Unit-2-Economics of Print & Electronic Media

- Financial, Legal & Business Aspects of Media Management
- Budgeting & Finance, Capital Costs & Production Cost
- Creativity in Marketing
- Scheduling, Record Keeping, Cost Effective Techniques, Quality Control

Unit-3-Different Aspects in Media Management

- Ownership Pattern in Mass Media
- Organization Theory
- Media Monopoly- Advantages & disadvantages
- Qualities of Good Manager

Unit-4- Media Management & its New Trends

- Machineries of Mass Media
- New Trends in Media Management
- Possibilities & Challenges in Media Management
- Customer Relation and Employee Service

Essential Readings

- *Product Management in India - Ramamuj Majumdar*
- *The Power of A Billion : Realizing the Indian dream, FICCI-KPMG : Indian Media and Entertainment Industry Report*
- *Vanita Kohli-Khandekar, The Indian Media Business (IVth ed), Sage Publication, 2013*
- *Principles of Management – B.S.Mathur*
- *मीडिया मैनेजमेंट – विजय अग्रवाल*

III. CORE COURSE [CCMMC303]:

(Credits: Theory-03, Practical-02)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100**Pass Marks (MSE:17 + ESE:28)=45****Instruction to Question Setter:****Mid Semester Examination (MSE):**

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations.

INTERNATIONAL COMMUNICATION**Theory: 60 Hours; Tutorial: 15 Hours****Course Objective:**

International Communication is important in the area of Globalization. This paper will help students understand inter-nation relations and their impacts.

Unit-1- Different Dimension of International Communication

- Political, Economic and Cultural Dimensions of International Communication.
- Communication and Information as a tool of Equality and Exploitation.
- Problems and Prospect of International Communication.
- UNO's Universal Declaration of Human Rights & Communication.

Unit-2- Global News Flow Situation

- Imbalance in International News Flow-reasons
- Controversy on the Free Flow vs. Balance flow
- UNESCO's Efforts in removal of imbalance in News Flow
- New International Information and Economic order, Mc Bride Commission and its Report

Unit-3- Media Systems & their imperialism

- Democratization of Information Flow and Media Systems
- Media Imperialism
- Cultural Imperialism – Criticism
- Effects of Globalization on Media Systems

Unit-4- New Trends and its Impact on Society

- ICT and Global Communication-changing shades
- Global Village-Concept and Reality
- Information super highway, Internet-effect and impact
- Information society & Knowledge society.

Essential Readings

- Cultural Autonomy in Global Communications- Hamelink, Cees*
- International News Flows: Communication Research Trends - Kumar Keval J & Biernatzki*
- Communication Technology - The News Media in Society - Rogers Everett*
- India's Information Revolution - Singhal, Arvind & Rogers, Everett*
- वैश्विक संचार – उपाध्याय

IV. CORE COURSE [CCMMC304]:

(Credits: Theory-04, Tutorial-01)

Marks : 30(MSE: 1Hr) + 50 (ESE: 3Hrs) + 20 (ESE: Pr 3Hrs)=100**Pass Marks =45*****Instruction to Question Setter:******Mid Semester Examination (MSE):***

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions of **short answer type** carrying 5 marks each. **Group B will contain descriptive type three** questions of twenty marks each, out of which any two are to be answered.

There will be one **Project/ Documentary/short films** of 20 marks in End Semester Examination.

Note: There may be subdivisions in each question asked in Theory Examinations.

TV: REPORTING, WRITING & PRODUCTION (P)**Theory: 45 Hours; Practical: 30 Hours****Course Objective:**

The paper offers the basic concepts of television production and the understanding of the operation of TV production equipment and will provide the fundamentals of development of the script for different genres.

Unit-1- Basics of Television

- Television as Visual Medium- Advantages & Disadvantages
- Visual Elements and Their Characteristics
- Video Camera- Types, Components, Basic Shots & their Uses, Cues & Commands, White Balance & Other Significance
- Lighting- Types, Importance, Equipment, Control, Techniques & Problems

Unit-2- Principles of Reporting For TV

- Different Format of Television Programmes,
- TV Reporting- Meaning, Techniques, Types & Quality of TV Reporter
- Interview Techniques for Visual Media
- Basics of Television Anchoring

Unit-3- Writing For Television

- Television News
- Features, Human Interest Stories
- TV Report
- Script writing as an Art, Marking copy in production language.

Unit-4- Television Production

- Production Personnel and their Duties and Responsibilities
- Editing & Digital Effects
- Video Production- Documentary Production, Short Film Making, Television studio and ENG production
- Transmission- Techniques, Equipment

Practical Examination- Student shall produce 5-10 minute Documentary/ Short Film on the subject given by the faculty and it will be evaluated by the faculty concerned.

Essential Readings

- Television Production Handbook - Zettl, Hebert*
- Video Editing- A post production - Steven E. Browne*
- The Television lighting technique by Gerald Millerson*
- Video Production - Basuki*
- टेलीविजन प्रोडक्शन- डॉ. देवव्रत सिंह*

SEMESTER IV

4 Papers**Total 100 x 4 = 400 Marks****I. GENERIC/ DISCIPLINE CENTRIC ELECTIVE [ECMMC401]:****(Credits: Theory-03, Practical-02)**

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100	Pass Marks (MSE:17 + ESE:28)=45
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Instruction to Question Setter:***Mid Semester Examination (MSE):***

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations.

ONLINE JOURNALISM: PRINCIPLES & PRACTICES (P)**Theory: 45 Hours; Practical: 30 Hours****Course Objective:**

The course intends to introduce the students to internet and online journalism. The course will also trace history and growth of Online Journalism in India, reporting, editing and production techniques of web pages of online editions of newspapers, use of Internet as a tool for journalists.

Unit-1- Online Journalism: A Brief Introduction

- Online Journalism: Meaning, Concept, Definition
- Internet as Medium of Communication
- Intranet, www, Email, Blog, Social media, Web Server
- Different Features of Online Media

Unit-2- New Trends & ICT

- Differences between Online Journalism & other Media
- New Roles & Challenges of Journalists in Internet age
- New Trends in Online Journalism
- Information & Communication Technologies- Concept & Scope

Unit-3- Web Page- Principles & Techniques

- Web Page Development- Inserting, Linking, Editing
- Online Searching Techniques, Citing Internet Sources
- Digital Divide- Writing for the Screen & Writing for the Print
- Linear & Non- Linear Form styles of web writing

Unit-4- Production on Web

- Interview, Features & Articles on Web
- Security Issues on the Internet- Social, legal, political
- Ethical Issues related to ICT
- Start Online Magazine, Newspaper & Web Portal

Practical- Students shall produce e-newspaper/Magazine or web portal in front of concerned faculty via Internet.

Essential Readings

- Online Journalism: A Basic Text - Tapas Ray*
 - The New Media Handbook – Andrew Dewdney and Peter Ride*
 - Writing for New Media: The Essential Guide to Writing for Interactive - Andrew Bonim*
 - Journalism to Online Journalism: Publishing News and Information - Roland De Wolk*
 - वेब पत्रकारिता – श्याम माथुर
-

II. GENERIC/ DISCIPLINE CENTRIC ELECTIVE [ECMMC402]:

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100	Pass Marks (MSE:17 + ESE:28)=45
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Instruction to Question Setter:**Mid Semester Examination (MSE):**

There will be **two** groups of questions in 20 marks written examinations. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations.

CORPORATE COMMUNICATION**Theory: 60 Hours; Tutorial: 15 Hours****Unit-1- Basics of Corporate Communication**

- Corporate Communication- Concept, Meaning & Definition
- Defining Strategy & its Relevance in Corporate Communication
- Campaign Planning, Management and Execution
- Role of corporate Communication in Crisis & Disaster management

Unit-2- Corporate Identity & its Process

- Corporate Identity- Concept & Process
- Making House Styles- Logo, Lettering & Brand
- Organizational Structure of Corporate Houses
- Public in *Publics*

Unit-3- Different Aspects of Corporate Communication

- Media Selection- Definition & Process Proactive & Reactive Media Relations
- Study of Different models- Symmetrical & Asymmetrical
- Concept & Emergence of Corporate Social Responsibility(CSR) - A Global Perspective Overview of CSR in India
- Theories of CSR – Triple bottom line theory and others

Unit-4- Different Tools for Corporate Communication

- Organizing Press Briefs, Press Tours etc.
- Media Selection- Definition & Process
- Ethical Aspects in Media Relation
- Role of Technology in Corporate Communication

Essential Readings

- *Corporate Reputation Decoded : Building, Managing and Strategizing for Corporate Excellence - Asha Kaul & Avani Desai*
- *Media Construction of Environment and Sustainability in India- Prithi Nambiar*
- *Public Relations in India : New Tasks and Responsibilities- J V Vilanilam*
- *Applied Crisis Communication and Crisis Management : Cases and Exercises- W. Timothy Coombs*
- जनसंपर्क – सिद्धांत एवं व्यवहार – डॉ. अर्जुन तिवारी

III. CORE COURSE [CCMMC403]:

(Credits: Theory-05)

Marks : 100 (ESE: 3Hrs)=100**Pass Marks =45*****Guidelines to Examiners for******End Semester Examination (ESE):****Overall project dissertation may be evaluated under the following heads:*

- *Motivation for the choice of topic*
- *Project dissertation design*
- *Methodology and Content depth*
- *Results and Discussion*
- *Future Scope & References*
- *Presentation style*
- *Viva-voce*

DISSERTATION***Introduction:***

Each student will undertake dissertation under the supervision of a teacher allotted by the department. She/he will decide the topic of his/her dissertation in consultation with the supervisor in the beginning of Semester.

Evaluation of Marks:

Thesis-----70
 Presentation & Viva -----20
 Marks given by Supervisor-----10

IV. CORE COURSE (PROJECT) [PRMMC404]:

(Credits: Theory-03, Practical-02)

Marks : 100 (ESE: 3Hrs)=100**Pass Marks =45*****Guidelines to Examiners:-******Project presentation and viva-voce****(Based on excursion/internship activities of Semester II & IV) = 50 x 2 = 100 marks***STUDY TOUR/ INTERNSHIP**

Student will complete study tour (Local/National places). After II semester & in semester IV. They will complete internship

Reports of all activities must be signed in due course. These reports must be compiled together and submitted during end semester examination for final evaluation in Semester-IV.

**DISTRIBUTION OF CREDITS FOR P.G. PROGRAMME (SEMESTER-WISE) FOR
POSTGRADUATE 'P.G. Voc./M.Sc./M.A./M.Com' PROGRAMME**

Table B-1: Semester wise distribution of 80 Credits for Subjects with Practical Papers.

Semester	CC	FC	GE/DC	AE	Total credits
Semester I	15	05			20
Semester II	20				20
Semester III	15			05	20
Semester IV	5		15		20
	55	05	15	05	80

Table B-1: Semester wise distribution of 80 Credits for Subjects without Practical Papers.

Semester	CC	FC	GE/DC	AE	Total credits
Semester I	15	05			20
Semester II	20				20
Semester III	15			05	20
Semester IV	10		10		20
	60	05	10	05	80

CC=Core Course; FC=Foundation Compulsory/Elective Course; GE=Generic Elective; SE=Skill Enhancement Course; DC=Discipline Centric Elective

**SAMPLE CALCULATION FOR SGPA & CGPA FOR POSTGRADUATE 'P.G.
Voc./M.Sc./M.A./M.Com' PROGRAMME**

Table B-2: Sample calculation for SGPA for M.Sc./M.A./M.Com Programme

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
Semester I					
FC	05	A	8	40	
C-1	05	B+	7	35	
C-2	05	B	6	30	
C-3/CP	05	B	6	30	
Total	20			135	6.60 (135/20)
Semester II					
C-4	05	B	6	30	
C-5	05	C	5	25	
C-6	05	B+	7	35	
C-7/CP	05	A+	9	45	
Total	20			135	6.60 (135/20)
Semester III					
EC-1	05	A+	9	45	
C-8	05	O	10	50	
C-9	05	A	8	40	
C-10/CP	05	A	8	40	
Total	20			175	8.75 (175/20)
Semester IV					
EC-2/EC-2	05	B	6	30	
EC-3/EC-3	05	A+	9	45	
C11/EP	05	B	6	30	
Project	05	A+	9	45	
Total	20			150	7.50 (150/20)
CGPA					
Grand Total	80			595	7.44 (595/80)

Table B-3: Sample calculation for CGPA for P.G. Vocational M.Sc./M.A./M.Com Programme

Semester I	Semester II	Semester III	Semester IV
Credit:20; SGPA:6.60	Credit:20; SGPA: 6.60	Credit:20; SGPA: 8.75	Credit:20; SGPA: 7.50

Thus CGPA= (20x6.60+20x6.60+20x8.75+20x7.50) /80=7.36

DISTRIBUTION OF MARKS FOR EXAMINATIONS AND FORMAT OF QUESTION PAPERS

Distribution of Marks for Mid Semester Evaluation:**Table No. 15:** Distribution of marks of Theory Examinations of Mid Semester

Topic	Code	Full Marks	Pass Marks	Time	Group-A (Very short answer type Compulsory Questions) No. of Questions x Marks = F.M.	Group-B (Descriptive Questions) No. of Questions x Marks = F.M.	Total No. of Questions to Set	
							Group A	Group B
Mid Sem*	T30*	30 (20 +5 +5)	17	1 Hr	5 x1 =5	3 (out of 5) x5 =15	05	5

***There shall be 20 marks theory examination for mid sem, 05 marks for attendance/ regular interactions & 05 marks for seminar/ assignment/ term paper given by faculty concerned in classrooms.**

Distribution of Marks for End Semester Theory Examinations:**Table No. 16:** Marks distribution of Theory Examinations of End Semester

Topic	Code	Full Marks	Pass Marks	Time	Group-A# (Very short answer type Compulsory Questions) No. of Questions x Marks = F.M.	Group-B (Descriptive Questions) No. of Questions x Marks = F.M.	Total No. of Questions to Set	
							Group A#	Group B
End Sem	T50	50	--	3 Hrs	2 x5 =10	2 (out of 3) x20 =40	2	3
	T70	70	28	3 Hrs	Q.No.1 (5x1) + 1x5 =10	4 (out of 6) x15 =60	2	6

Question No.1 in Group-A carries very short answer type questions of 1 Mark

Note : There may be subdivisions in each question asked in Theory Examinations.

FORMAT OF QUESTION PAPER FOR MID SEM EXAMINATION

20 MARKS



Ranchi University, Ranchi

Mid Sem No.Exam Year

Subject/ Code

F.M. =20**Time**=1Hr.

General Instructions:

समान्य निर्देश :

- i. **Group A** carries very short answer type compulsory questions.
(खंड 'A' में अत्यंत लघु उत्तरीय अनिवार्य प्रश्न हैं।)
- ii. **Answer 3 out of 5** subjective/ descriptive questions given in **Group B**.
(खंड 'B' के पाँच में से किन्हीं तीन विषयनिष्ठ/ वर्णनात्मक प्रश्नों के उत्तर दें।)
- iii. Answer in your own words as far as practicable.
(यथासंभव अपने शब्दों में उत्तर दें।)
- iv. Answer all sub parts of a question at one place.
(एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
- v. Numbers in right indicate full marks of the question.
(पूर्णांक दायीं ओर लिखे गये हैं।)

Group A

1. [5x1=5]
2.
3.
4.
5.

Group B

6. [5]
7. [5]
8. [5]
9. [5]
10. [5]

Note: There may be subdivisions in each question asked in Theory Examination.

FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION

50 MARKS



Ranchi University, Ranchi

End Sem No.Exam Year

Subject/ Code

F.M. =50

General Instructions:

- i. **Group A** carries very short answer type **compulsory** questions.
- ii. **Answer 2 out of 3** subjective/ descriptive questions given in **Group B**.
(खंड 'B' के तीन में से किन्हीं दो विषयनिष्ठ/ वर्णनात्मक प्रश्नों के उत्तर दें।)
- iii. **Answer in your own words as far as practicable.**
(यथासंभव अपने शब्दों में उत्तर दें।)
- iv. **Answer all sub parts of a question at one place.**
(एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
- v. **Numbers in right indicate full marks of the question.**
(पूर्णांक दायीं ओर लिखे गये हैं।)

Group A

- | | | |
|---------|--|-----|
| 1. | | [5] |
| 2. | | [5] |

Group B

- | | | |
|---------|--|------|
| 3. | | [20] |
| 4. | | [20] |
| 5. | | [20] |

Note: There may be subdivisions in each question asked in Theory Examination.

FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION

70 MARKS



Ranchi University, Ranchi

End Sem No.Exam Year

Subject/ Code

F.M. =70**P.M.** =28**Time**=3Hrs.

General Instructions:

- i. **Group A** carries very short answer type **compulsory** questions.
- ii. **Answer 4 out of 6** subjective/ descriptive questions given in **Group B**.
(खंड 'B' के छः में से किन्हीं चार विषयनिष्ठ/ वर्णनात्मक प्रश्नों के उत्तर दें।)
- iii. Answer in your own words as far as practicable.
(यथासंभव अपने शब्दों में उत्तर दें।)
- iv. Answer all sub parts of a question at one place.
(एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
- v. Numbers in right indicate full marks of the question.
(पूर्णांक दायीं ओर लिखे गये हैं।)

Group A

- | | | |
|----|-----------|---------|
| 1. | | [5x1=5] |
| | i. | |
| | ii. | |
| | iii. | |
| | iv. | |
| | v. | |
| 2. | | [5] |

Group B

- | | | |
|----|-------|------|
| 3. | | [15] |
| 4. | | [15] |
| 5. | | [15] |
| 6. | | [15] |
| 7. | | [15] |
| 8. | | [15] |

Note: There may be subdivisions in each question asked in Theory Examination.