



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 3rd Semester Examination, 2021

**CC5-MASS COMMUNICATION AND JOURNALISM**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any four questions from the following**

3×4 = 12

1. Explain briefly what do you mean by sync sound. 3
2. Explain the terms (a) NAT sound (b) Ambience sound. 3
3. What is citizen journalism? 3
4. Explain three main movements of the camera. 3
5. What is electronic news gathering (ENG)? 3
6. Name any three video editing software. 3

**GROUP-B**

**Answer any four questions from the following**

6×4 = 24

7. Name and explain in brief the various types of microphones. 6
8. Why is radio known as an intimate medium? 6
9. Explain the elements of a radio news story. 6
10. Explain the basic parts of a camera. 6
11. Write briefly about the traditional "bulletin" style of TV news broadcasting. 6
12. What are the functions of a TV news producer? 6

**GROUP-C**

**Answer any *two* questions from the following**

12×2 = 24

13. Explain the origin and growth of TV in India?
14. Explain the major disadvantages of the 24 hr TV News programmes. Is TV news losing credibility in India?
15. Discuss in detail the different types of shots.
16. Explain the characteristics of TV as a mass media.

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