

No. of Printed Pages : 2

**MJM-020**

**POST GRADUATE DIPLOMA IN  
JOURNALISM AND MASS  
COMMUNICATION/M. A. IN  
JOURNALISM AND MASS  
COMMUNICATION  
(PGJMC/MAJMC)**

**Term-End Examination**

**December, 2022**

**MJM-020 : INTRODUCTION TO JOURNALISM AND  
MASS COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. What is social construction of reality ? How does media play an important role in it ? 10+10

**P. T. O.**

2. What are the steps involved in a communication research process ? Briefly explain each step. 20
3. Trace the evolution of Indian cinema from its arrival to 4D films. 20
4. Describe the history of Indian press from the time of freedom struggle to the emergency period. 20
5. Explain the strategies of media integration. What structural changes have been seen over the years in the patterns of ownership of media ? 20
6. Describe the growth and formation of important Indian news agencies. 20
7. Explain the characteristics of different media used for advertising. Draw a comparison between advertising, publicity and propaganda. 15+5
8. What is ROI ? Explain its benefits and practices. 5+15