ST. PHILOMENA'S COLLEGE (AUTONOMOUS)

Affiliated to University of Mysore Accredited by NAAC with 'B⁺⁺' Grade Bannimantap, Mysore, Karnataka, India-570015



DEPARTMENT OF Journalism and Mass Communication

The Board of Studies in Journalism and Mass Communication

Which met on 19-11-2024 has

Approved the syllabus and pattern of examination for

Semesters V and VI for the

For the

Academic Year 2024- 25 onwards

BOS COMMITTEE MEMBERS

Sl. No.	Name	Designation
1	Dr.Vagdevi H S	Chairperson
2	Dr.Sapna M S	University Nominee
3	Dr. Shwetha M Hans	Member
4	Mrs. Shilpa S	Member
5	Dr. Yamuna B Raj	Member
6		
7		

Semester V <mark>BA</mark> Core Course Content

Course Title: Introduction to communication	Course Credits: 4
Course Code: JMC 9	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours : 60	
Formative Assessment Marks:40	Summative Assessment Marks:60

Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies

Formative Assessment			
Assessment Occasion	Assessment type	Weightage in Marks	
C1 First component	Test-40 marks test for 90 minutes	10	
C1 Second Component	Assignment	10	
C2 First component		10	
C2 Second Component		10	
Total		40	

Note: Any two different activities for C2 First component and C2 Second component can be selected from the below

Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation

SEMESTER 5

Course Title: 9 Introduction to Communication	Course Credits: 4
Course Code: DSC	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours: 60	
Formative Assessment Marks:40	Summative Assessment Marks:60

4 Hours Theory and 4 Hours Practical- 6 Credit

Course Objectives:

- 1. Course Pre-requisite(s): After completing this course, students will be able to: The students will able to gather information and present it to the viewers to keep them informed about the daily happenings around the world.
- 2. Handle the anchoring aids (Microphone/lapel, prompter) properly with the help of the acquired knowledge on news, functions of news & news channel, tips & techniques of anchoring.
- 3. Demonstrate to air-interviewing, conducting panel discussions, debates and other talk shows with being knowledgeable and well-read.
- 4. Ability to write and prepare news stories form their own research and be familiar with nitty-gritty of situations in order to deliver the news with confidence.

Course Learning Outcomes

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

~ Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.

~ Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches

. ~ Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.

~ Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media ~ Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption

Contents	
	60 Hrs
UNIT-I 15 Definition, Nature and Scope of Communication: Pro of Communication, Barriers of Communicat UnderstandingCommunication Through Models - Revier Aristotle's Model, Shannon-Weaver Model, Harold Lasswell Me Wilbur Schramm Model and New Comb's Model, Berlo, S Model.	rocess 15 ation, ewing fodel,
UNIT-II Types of Communication: Verbal and Non-Verbal Communications, Difference Between Verbal 15 and Non-Verbal Communication, Types of Non-Verbal Communication - Language, Object Language, Body Language - Para Language Touch, Space, Time and Silence as Non-Verbal Communication, and Written Communication - Essentials of Good Written Communication - Essentials of Good Written Communication.	Verbal Sign 15 guage, , Oral
UNIT-III Levels, Scope and Limitations of Communication: I Personal Communication, Inter-Personal Communication, G Communication, Mass Communication and Mass Communication, The 15 1R0ieof Mass Communication in Nati Development and Cultural Promotion.	Group s-line 15
UNIT-IV ~Introduction to Mass Media: Mass Media and Soc Types of Mass Media - Print, Electronic (Radio and Television), and Traditional Media, New Media, Media Converge Contemporary Issues in Mass 15 Media - Fake News, Artif Intelligence and Media.	, Folk gence, 15

Semester – 5

Course Title	DSC 10 Introduction to	Credits	2
	Communication (Practical)		
Course code	JMC 10	Contact hours	3 Hours
Formative	25 marks	Summative Assessment	25 Marks
Assessment			
Practical Assignments			

- 1. Practicing formal and informal letter writing
- 2. Writing articles for newspapers
- 3. Resume writing
- 4. Writing Middles for editorial page

SEMESTER 5	
Course Title: Media Laws and Ethics	Course Credits: 4
Course Code: DSC 11	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours: 60	
Formative Assessment Marks:40	Summative Assessment Marks:60
Formative Assessment Marks:40	

4 Hours Theory and 4 Hours Practical- 6 Credits

Course Outcomes (COs): After the successful completion of the course, the student will be able to: On completion of the course, the subject teacher

- To introduce the fundamental of Media Laws and Ethics
- To understand the journalistic standards and practices in a variety of newsgathering settings.
- To develop an understanding of the ethical considerations Journalists face and how they make decisions in those areas.

COURSE CONTENT

Contents	60 Hrs
UNIT-I Concept of Freedom of Speech: Press during Emergency	15
of 1975, Press Freedom in Indian 1COnstitution- Article 19 (1)(a), Article 19 (2), Hate Speech, World Press Freedom Index. Case	
Studies.	
UNIT-II Laws: Code of Ethics for Journalists, Defamation, Censorship, Sedition, Obscenity, Right to Privacy, 15 u.aw of	15
Parliamentary Privileges 1971, Cyber Laws. Case Studies.	
UNIT-III Acts: Contempt of Court Act 1971, Right to Information Act 2005, The Official Secrets Act 1923, The	15
Copyright Act 1957, Working Journalists Act 1955, Information Technology Act 2000, Case Studies.	

UNIT-IV Professional Bodies and Committees: Process of	
Starting a Newspaper, RNI, Press Commissions Press Council of India - Structure, Functions and Significance, Prasar Bharati,	15
Chanda Committee, varghese Committee, Paswan Committee,	
BRAI, TRAI, BCCC, ASCI, NBA	

Semester – 5

Course Title	DSC 12 Media Laws and Ethics	Credits	2
	(Practical)		
Course code	JMC 10	Contact hours	3 Hours
Formative	25 marks	Summative Assessment	25 Marks
Assessment			
Practical Assignments			

Practical Assignments

- 1. File an RTI application and prepare a news report
- 2. Present a recent case study of Defamation on media
- 3. Present a recent case study of Hate Speech
- 4. Present a case study of Contempt of Court on media
- 5. Present a case study on violation of Parliamentary Privileges by media

Semester 5

Programme Name – BA in Journalism and Mass Communication

Course Title: DSE 1-1 Web Journalism	Course Credits: 3	
Course Code: JMC E 1-1	L-T-P per week: <mark>4-0-0</mark>	
Total Contact Hours: 45		
Formative Assessment Marks: 40	Summative Assessment Marks: 60	

Course Pre-requisite(s): On successful completion of this course, the students will be able to:

• Demonstrate advanced skills in the use of industry-standard media tools at the forefront of the field to produce high quality online content and websites.

• Students will learn how to write, report, produce, publish and promote multimedia stories.

• Students will gain a multifaceted experience and emerge as versatile, self-sufficient reporter/producer and writer.

• Students will learn critical thinking, decision-making, ethical responsibility, teamwork and online communication skills.

• Demonstrate a critical comprehension in the initiating, design and construction of integrated web based media sites.

contents	45 Hrs
UNIT- I Concept of Web Journalism: Definitions, Characteristics, Importance and Growth of Wee Journalism, Important News and Social Networking Sites, Blogging and Micro-Blogging, Impact of Social Media.	15
UNIT- II Writing for Web Journalism: Writing News Stories, Features and Articles with Visual and Graphics, Interviews and Chats on the Web as News Source, Skills and Responsibilities for Web Journalists, Ethics of Web Journalism.	15
UNIT- III YouTube Journalism: Concept of YouTube Journalism, Data Theft, Privacy, Cookies, Spyware Trojan Horse, Worms, Hacking, Trolling, Fake News, Graphic Manipulation and Plagiarism; Citizen and Participatory Journalism	15

SEMESTER 5 Program- BA in JOURNALISM AND MASS COMMUNICATION

Course Title: DSC 1-2 Technical Content writing	Course Credits: 3
Course Code: JMC E 1-2	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours: 45	
Formative Assessment Marks:40	Summative Assessment Marks: 60

Course Pre-requisite(s): After completing this course, students will be able to:

• Demonstrate rhetorical knowledge to create effective technical writing documents for endusers.

• Demonstrate intermediate information literacy skills by selecting, evaluating, integrating and documenting information gather from multiple sources into discipline-specific writing.

• To acquaint students with a variety of forms of writing in media, applying different formatting and techniques.

• Gathered and apply researched information that is appropriate to media as demonstrated by reading and analyzing documents and citing sources correctly.

UNIT-I Basics of Technical Content Writing: The Concept of Technical Content Writing, Principles Scope, Functions and Process of Technical 15	
Content Writing, Principles Scope, Functions and Process of Technical 1	
	5
Content Writing; Role and Functions of Technical Content Writer in	
Communication.	
 UNIT-II Types of Technical Content Writing: Reports, Advertising, Newspapers, Writing Blogs anc Whitepapers; Corporate Communications - Writing for Business to Business (B2B), Business tc Consumer (B2C), Press Releases and Newsletters - Focus on Language, Jargon, Writing Style, 15 Target Audience. UNIT-III Technical Visual Content Writing: Info Graphics - Importance and Relevance, Images, Screenshots, Videos, Memes, GIFs, Product Demonstrations, Interactive Content; Understanding 15 Social Media Content Writing; Plagiarism Laws in Technical Content Writing; Free and Paid Tools in Technical Content Writing. 	5
1	5

Semester 5

Program - BA in JOURNALISM AND MASS COMMUNICATION

Course Title: DSC 1-1 Videography	Course Credits: 3	
Course Code: JMC V 1-1	L-T-P per week: <mark>4-0-0</mark>	
Total Contact Hours: 45		
Formative Assessment Marks:40	Summative Assessment Marks: 60	

1 Hour Theory and 4 Hours Practical

Course Pre-requisite(s): After completing this course, students will be able to:

• Demonstrate skills and knowledge leaned in the video production and applies them to real world setting.

• Demonstrate technological proficiency in the use and operate of video camera, other equipments including computers, recording devices, lights, microphones and editing software.

• Demonstrate mastery of media industry language and terminology with ability to script, storyboard, shoot and edit video project along with personal and creative expression.

• Demonstrate the ability to critique, compare/contrast, and evaluate media content and its message or interpretation

Contents	45 Hrs
UNIT-I Videograpby: History and Significance; Video Tapes and Formats; Outdoor and Studio Videography; Camera Accessories; Lenses and their Types. Technicalities of Photography - White and Black Balance; Elements of Composition - Safe Zone, Framing, Image Size - Headroom, Nose Room, Exposure, Light Sensitivity, Depth ofField; Pedestal and Tripod - Types, 15 Setting - Advantages and Disadvantages. Types of Shots; Camera Angles; Point of View; Camera Movements; Lighting - Colour Temperature, Types of Lighting; Filter Selection.	15

Practical Assignments:

- 1. Indoor video recording Minimum of 5 assignments
- 2. Outdoor video recording Minimum of 5 assignments
- 3. Use oflights 5 exercises
- 4. Shooting different angles Minimum of 5 assignments
- 5. Practicing camera movements Minimum of 5 assignments

SEMESTER 5

Program- BA in JOURNALISM AND MASS COMMUNICATION

Course Title: DSC 1-2 News Reading	Course Credits: 3	
Course Code: JMC V 1-2	L-T-P per week: <mark>4-0-0</mark>	
Total Contact Hours: 45		
Formative Assessment Marks:40	Summative Assessment Marks:60	

1 Hour Theory and 4 Hours Practical

Course Pre-requisite(s): After completing this course, students will be able to:

• The students will able to gather information and present it to the viewers to keep them informed about the daily happenings around the world.

• Handle the anchoring aids (Microphone/lapel, prompter) properly with the help of the acquired knowledge on news, functions of news & news channel, tips & techniques of anchoring.

• Demonstrate to air-interviewing, conducting panel discussions, debates and other talk shows with being knowledgeable and well-read.

• Ability to write and prepare news stories form their own research and be familiar with nittygritty of situations in order to deliver the news with confidence.

Contents	
UNIT-I News Reading: Duties and Responsibilities for News Presenters, Understanding the News Scripts and News, Teaching Awareness of Voice and its Function, Demonstrating How to Control Bod) Language, Breathing and Articulation, On-Air Essentials, Studio Autocue Reading and Recording the Voice, A Look at Personality, Style and General Show Presentation, Examples of Anchors 15 Work and Detailed Analysis of their Styles, Legal and Ethical Pitfalls (What NOT To Say) Reporting Techniques - Reporting a News and Interviewing, Recording the Byte and Transcriptior and Scripting, Different Reporting Styles - Political, Entertainment, Crime, Sports and Business.	15

Practical Assignments: 5 Exercises Each

1. Voice Over: Rhythm of Speech, Breathing, Resonance, VO for TV Commercials/Corporate VideoslRadio Commercials/TV Documentaries, Public Speaking

2. Writing a Script for Audio-Visual Media Formats

3. Showing How to Hold an Audience's Attention, Agenda

4. Making and Adding Effective Promo and Jingles while Anchoring

5. Talk Show Host and Moderating an Event.

SEMESTER 6

Program- BA in JOURNALISM AND MASS COMMUNICATION

Course Title: DSC 13 Fundamentals of Radio and Television	Course Credits: 4
Course Code: JMC 13	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours: 60	
Formative Assessment Marks:40	Summative Assessment Marks:60

Course Outcomes (COs): After the successful completion of the course, the student will be able to: COL

- 1. To introduce the concepts, technology and skills behind audio and video production
- 2. To introduce the students Television as a medium C03.
- 3 To highlight the techniques of programme production in Radio C04.
- 4 To highlight the techniques of programme production in Television COS.
- 5 To discuss the past and present status of these two media

Contents	60 Hrs
 UNIT-I Introduction to Radio: Nature and Characteristics of Radio, Evolution of Radio in India, Types of Radio Stations (AM/FM), Organizational Structure of AIR and Private Radio, Community Radio, Formats of Radio Programmes, Present Status of Radio in India, Impact and Reach of Radio. UNIT-II Introduction to Television: Nature and Characteristics of Television, Growth of Television in India, Public and Private Television Channels, Regional Channels, Television Programme Formats. 	
UNIT-III Characteristics of Audio-Visual Media: Effective Communication S kills for Radio and IS television, Presentation Techniques - Voice Modulation, Appearance, Facial Expression and 1B0dyLanguage. UNIT-IV ~Script Writing for Radio and Television: Writing Skills for Broadcast	15
and Telecast Media, ~importance and Principles of Scripting, Various Elements of Script for Radio and Television, Script Formats, Style Sheet and Grammar	

SEMESTER 6

Program- BA in JOURNALISM AND MASS COMMUNICATION

Course Title; DSC 14 Fundamentals of Radio and Television: BA in Journalism and Mass Communication (Practical)	Course Credits: 4
Course Code: JMC 14	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours: 30	
Formative Assessment Marks:25	Summative Assessment Marks:25

Practical Assignments

- 1. Prepare a Script for Radio Announcements
- 2. Prepare a Script for Radio Jingles
- 3. Prepare an Advertisement Script for Radio
- 4. News Reading for Radio (2 min)
- 5. Writing News for Television (2 min)

SEMESTER 6 Program- BA in JOURNALISM AND MASS COMMUNICATION

Course Title; DSC 15 Advertising and Corporate Communication	Course Credits: 4
Course Code: JMC 15	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours: 60	
Formative Assessment Marks: 40	Summative Assessment Marks: 60

4 Hours Theory and 4 Hours Practical - 6 Credits

Learning outcome

- 1. To introduce students to basic concept of advertising
- 2. To familiarize the students with the concept of copywriting as selling through writing
- 3. To learn the process of creating original, strategic, compelling copy for various mediums
- 4. To train students to generate, develop and express ideas effectively

Contents	60 Hours
UNIT-I Understanding Advertising: Definition, Nature and Scope of Advertising; Role and Functions of 15 Advertising; Evolution of Advertisement in India and World, Current Trends; Advertising as a Tool of Communication; Role of Advertising in Society; Advertisement and Ethics.	15
UNIT-II Types of Advertising: Types of Advertisements, Advertising Agency - Functions, Types, Structure; Advertising Copy - Headlines, Signature, Slogans and Logos; Copywriting.	15
UNIT-III Introduction to Corporate Communication: Definition, Nature and Scope of Corporate Communication; Structure of Corporate Organization; Core Functions of Corporate Communications; Corporate Social Responsibility; Comparison with Public Relations, Advertising – Writing advertising copy for print and electronic media , 15 Publicity and Propaganda. Crisis Communication define ACC , Advertising campaign	15
UNIT-IV Corporate Communication Tools: Print Media - House Journals, Newsletters, Brochures and HandoutslFlyers; Electronic Media - Advertisements and Corporate Films; Digital Media - Social Media, Blogs, Vlogs	15

Semester 6
Program- BA in JOURNALISM AND MASS COMMUNICATION

Course Title; DSC 15 Advertising and Corporate Communication (Practical)	Course Credits: 2
Course Code: JMC 16	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours: 30	
Formative Assessment Marks: 25	Summative Assessment Marks :25

Practical Assignments Display Advertisement (Product and Service) Classified Advertisements Public Service Announcement Preparing Brochures PosterslFlyers Create a Logo Create a Radio AD for a product announcement.

Semester 6
Program- BA in JOURNALISM AND MASS COMMUNICATION

Course Title; DSC 2-1 Film Appreciation	Course Credits: 3
Course Code: JMC E 2-1	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours: 45 Hours	
Formative Assessment Marks:40	Summative Assessment Marks: 60

COURSE DESCRIPTION:

1. Movies rejuvenate viewers through its visual language and narrative structure. This course will provides an introduction to the narrative and stylistic techniques used in filmmaking in order to more fully understand how meaning is constructed, conveyed and interpreted in film.

2. Introduce students to the film industry and history of cinema through the study of classic and contemporary films. Emphasis will be placed on exposing the class to a wide variety of styles and genres as well as formulating and justifying criticisms of the works. Participation in class discussions, journal responses and written analyses will be requirements for successful completion of the course.

Contents	45 Hours
UNIT-I Evolution of Cinema as Medium of Mass Communication: Origin of Cinema and its Development into a Distinctive Visual Narrative Art Form; History of the Moving Image - 15 Lumiere Brothers, Thomas Edison, Georges Melies, Edwin S. Porter, W. K. L. Dickson; Indian Cinema - Brief History, Silent and Talkie Era; Pioneers of Indian Cinema.	15
UNIT-II Major Landmarks in the History of Cinema: Cinema of Attractions, The Hollywood Industry, 15 Soviet Montage, French Impressionism, German Expressionism, Italian Neorealism, Asian Cinema; Indian Parallel Wave Cinema.	15
UNIT-III Critical Analysis of Film: Language of Cinema, Elements of Visual Composition; Visual Space, Balance, Contrast, Depth of Field, Mise-en-Scene, Shots, Scene and Sequence, Image Sizes, 15 Camera and Subject Movements, Camera Angles, Creative Use of Light and Colour, Sound Effects, Ambient Sounds, Music and Dialogue in Cinema.	15

Semester 6 Program- BA in JOURNALISM AND MASS COMMUNICATION

Course Title; DSC 2-2 Social Media	Course Credits: 3	
Course Code: JMC E 2-2	L-T-P per week: <mark>4-0-0</mark>	
Total Contact Hours: 45 Hours		
Formative Assessment Marks:40	Summative Assessment Marks:60	

Contents	45 Hrs
UNIT-I Social Networking Sites, Network Society, Various Platforms - Facebook, Instagram, WhatsApp, Twitter, YouTube, LinkedIn, Tumbler, Buzzfeed; Social Media and Socialisation - Impact of Social Media on Journalism, Social Media as a News Source, Using Social Media Platforms in Journalism, Hashtag Participatory Journalism, Digital Literacy, NDLM; Internet Access and Availability - Scope and Challenges, Digital Empowerment, Net Neutrality, Internet Censorship.	

Practical Assignments:

- Creating Hashtags
- Writing News for Social Media
- Blogs and Vlogs
- Creating Profiles for Social Media
- Social Media Content Analysis

SEMESTER 6 Program- BA in JOURNALISM AND MASS COMMUNICATION

Course Title; DSC 2-3 Fundamentals of Audio- Video- Lights	Course Credits: 3
Course Code: JMC E 2-3	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours: 45 Hours	
Formative Assessment Marks: 40	Summative Assessment Marks: 60

3 Credits: 2 Hours Theory and 2 Hours Practical

Contents	45 Hrs
UNIT-I Understanding the Basic Concepts of Audio, Video and Lights; Focusing on the	
Significance, Need and Importance of Audio, Visual and Lights; Learning About the Different Types of Audio, Video and Lights Used in the Industry; Gaining an Understanding of the Production Process; Use of Various Software in the Industry with Respect to Audio, Video and Lights; Understanding the Problems and	
Difficulties of Industry Professionals	

Practical Assignments:

- Understanding the fundamentals of editing software such as Adobe Audition, Adobe Premiere Pro and Adobe Photoshop and Light room
- Develop a short film/advertisement
- To edit raw photographs using professional software
- To create a short radio interview/drama/podcast
- To produce a script for an advertisement

Semester 6 Program- BA in JOURNALISM AND MASS COMMUNICATION

Course Title; DSV 2-1 Radio Jockey	Course Credits: 3
Course Code: JMC V 2-1	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours: 45 Hours	
Formative Assessment Marks: 40	Summative Assessment Marks: 60

3 Credits: 1Hour Theory and 4 Hours Practical

Contents	45 Hrs
UNIT-I Elements of Effective Communication: Planning and Organizing Perfect Presentation; Qualities of a Radio Jockey; Preparation and Use of Audio/Visual Aids; Techniques of Sound Recording.	15
UNIT-II Conceptualisation and Ideation: Radio Programme Formats; Programme Planning; Scripts 15 for Variousladio Programmes; Use of Microphones; Recordings and Live Shows; Conducting Interviews for Radio.	15
UNIT-III 15 Anchoring Techniques: Conducting Panel Discussions; Voice Modulation and Voice Culture; Scripting; Production of Musical Programmes; Packaging and Post-Production.	15

Practical Assignments:

- Present concepts for FM radio programmes
- Prepare script for a musical show
- Prepare script for a phone-in event
- Conduct a radio interview
- Visit a FM radio and prepare a report on its functioning

Semester 6 Program- BA in JOURNALISM AND MASS COMMUNICATION

Course Title; DSV 2-2 Event Management	Course Credits: 3
Course Code: JMC V 2-2	L-T-P per week: <mark>4-0-0</mark>
Total Contact Hours: 45 Hours	
Formative Assessment Marks:40	Summative Assessment Marks:60

3 Credits: 1Hour Theory and 4 Hours Practical

Contents	45 Hrs
UNIT-I Introduction to Event Management: Size and Type of Event, Event Team, Code of Ethics, Analysis of Concept, Logistics of Concept, Aim of Event, Develop a Mission, Establish Objectives, Preparing Event Proposal, Use of Planning Tools, Protocols, Dress Codes, Staging, Staffing, Leadership, Traits and Characteristics, Nature of Marketing, Process of Marketing, Marketing Mix, Sponsorships.	

Practical Assignments:

- 1. Creating event pitch and design
- 2. Preparing an event proposal
- 3. Procuring logistic requirements for different kinds of events
- 4. Social media marketing for event
- 5. Press conference

<u>NEP Question paper pattern for UG Semester</u> <u>DSC, DSE & DSV</u>

Paper code	Paper title		
Duration of Exam	2 1/2 Hours	Max Marks	60
Instruction	Answer all the sections		

Section –A

Answer any FIVE (2*5)	10 Marks

Section –B

Answer any FOUR (5*4)	20 Marks

Section –C

Answer any THREE (10*3)	30 Marks

Blueprint of End semester examination

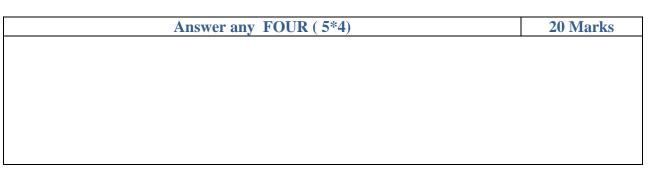
NEP Question paper pattern for UG Semester

DSC, DSE & DSV

Paper code	Paper title		
Duration of Exam	2 1/2 Hours	Max Marks	60
Instruction	Answer all the sections		

Section –A

Answer any FIVE (2*5)	10 Marks



Section –C

Answer any THREE (10*3)	30 Marks