

2020

Journalism & Mass Communication-General

INTERNAL EXAMINATION

SEM: II

Paper-GE

Theory

FULL MARKS: 32

TIME: 2.30 pm-4.00pm

1. Answer any one question from the following: 30

- i. Who is Circulation Manager? Briefly discuss his functions.
- ii. Discuss about the duties and responsibilities of Advertisement Manager.
- iii. Write a book review which you have recently read.

2. Answer any one from the following: 2x1

- i. Circulation Department.
- ii. ABC