

Dr. Babasaheb Ambedkar Open University
Term End Examination January -2026

Course	: DJMC	Date	: 01/03/2026
Subject Code	: DJMC-06	Time	: 03:00pm to 05:15pm
Subject Name	: Basic English Language Skills for Mass Media	Duration	: 2.15 Hours
		Max. Marks	: 70

Q-1 Define 'Communication' and explain the various elements of the communication process in detail. **14**

OR

Discuss the importance of English language skills for a journalist in the era of Mass Media.

Q-2 Explain the 7 C's of Effective Communication and how they apply to media writing. **14**

OR

Describe the different types of Tenses in English grammar and their specific use in news reporting.

Q-3 What are the common barriers to effective communication? How can a media professional overcome them? **14**

OR

Explain the significance of Punctuation and Vocabulary building in creating impactful headlines.

Q-4 **Write Short Notes (Any two)** **14**

1. Active and Passive Voice in Headlines.
2. Formal vs. Informal Communication.
3. Role of Synonyms and Antonyms in Media.
4. Subject-Verb Agreement.

Q-5 **Select the correct option from the following questions. (Two marks each)** **14**

1. Which of the following is a 'Receiver' in the communication process?
(A) Speaker (B) Message (C) Listener (D) Channel
2. A 'Byline' in a newspaper refers to:
(A) Date (B) Writer's Name (C) Place (D) Price
3. "The reporter ____ covering the event." (Fill with correct helping verb)
(A) are (B) is (C) were (D) have
4. Identify the 'Noun' in the following: "Journalism requires hard work."
(A) Requires (B) Hard (C) Journalism (D) Work
5. Antonym of the word 'Brief' is:
(A) Short (B) Long (C) Concise (D) Clear
6. Which punctuation mark is used to show sudden emotion?
(A) Comma (B) Full stop (C) Exclamation (D) Colon
7. "The news was broadcasted by the anchor." Identify the 'Voice' of this sentence:
(A) Active Voice (B) Passive Voice (C) Direct Voice (D) Indirect Voice
