



Khulna University

School: Social Science Discipline: Mass Communication and Journalism Program: BSS
Year: 1st Term: 2nd Examination Year: 2026 Session: 2024-2025
Course Code: 0321 26 MCJ 1201 Course Title: Mass Media in Bangladesh
Total Marks: 60 Time: 03 Hours Credit: 3.0
Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) Define mass media including characteristics. [L1; CLO1] 05
b) Elaborate five differences between social media and mass media. [L2; CLO3] 05
2. Radio has a historic contribution in liberation war of Bangladesh. Explain. [L2; CLO3] 10
3. a) Define propaganda. [L2; CLO3] 04
b) Discuss the Chomsky-Herman propaganda model. [L3; CLO4] 06
4. Television in Bangladesh did not develop overnight. Explain the historical evolution and development of television broadcasting in Bangladesh. [L5; CLO1] 10

Section B

There are 04 questions in this section. Answer any 03 questions.

1. a) Explain privatization of press. [L1; CLO2] 04
b) Discuss about the merits and demerits of privatization of press. [L2; CLO2] 06
2. It is often argued that mass media are increasingly functioning as class media rather than as public media. Critically examine this statement portraying the scenario of private media of Bangladesh. [L4; CLO5] 10
3. a) What is meant by freedom of the press? [L1; CLO3] 03
b) Is the press in Bangladesh truly free? Explain with example. [L2; CLO4] 07
4. Analyze the current growth and future potential of OTT platforms in Bangladesh. [L4; CLO4] 10



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Year: 1st Term: 2nd Examination Year: 2026 Session: 2024-2025

Course Code: 0321 26 MCJ 1203 Course Title: International Relations

Total Marks: 60 Time: 03 Hours Credit: 3.0

Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) Define international relations. [L1; CLO1] 04
b) Discuss the core principles that guide international relations. [L2; CLO2] 06
2. Do you think the United Nations has failed to maintain international peace and security in the world? Analyze with references. [L5; CLO4] 10
3. Critically examine whether United States and Israel are violating human rights across the Middle East according to Universal Declaration of Human Rights (1948). [L4; CLO5] 10
4. a) Write down the key strategies of an effective foreign policy. [L1; CLO2] 03
b) Evaluate how Pakistan has been successful in facilitating ceasefire diplomacy between United States and Iran. [L4; CLO5] 07

Section B

There are 04 questions in this section. Answer any 03 questions.

1. a) What is meant by soft power and hard power in diplomacy? [L1; CLO2] 04
b) Explain the concept of geopolitical strategy in international relations. [L2; CLO2] 06
2. a) What are the major causes of climate change? Explain with relevant facts and examples. [L5; CLO2] 04
b) Suppose Bangladesh is hosting COP-31 and you are the chief policymaker. What strategies and policies would you adopt to protect Bangladesh from the adverse impacts of climate change? [L5; CLO6] 06
3. To what extent has the Strait of Hormuz become a political and economic trump card in global politics? Analyze with relevant references and examples. [L4; CLO5] 10
4. a) What are the major consequences of the Russia–Ukraine War? Elucidate. [L4; CLO3] 04
b) Why do some analysts argue that NATO is facing internal challenges and possible decline? Evaluate critically with relevant examples. [L5; CLO5] 06

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School: Social Science Discipline: Mass Communication and Journalism Program: BSS

Year: 1st Term: 2nd Examination Year: 2026 Session: 2024-2025

Course Code: 0311 26 Econ 1251 Course Title: Principles of Economics

Total Marks: 60 Time: 03 Hours Credit: 3.0

Instructions: The figures in the right margin indicate marks. All questions are of equal value.

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) Explain why studying economics is indispensable for a news production professional. [L2;CLO1] 05
b) Discuss the Production Possibility Curve (PPC) with a figure. [L6;CLO1] 05
2. a) What do you mean by demand in economics? [L1;CLO2] 02
b) Distinguish between movement along the demand curve and shift of the demand curve with figures. [L4;CLO3] 04
c) Identify the five magnitudes of price elasticity of demand. [L3;CLO3] 04
3. a) Define utility. Discuss the relationship between total utility and marginal utility. [L6;CLO1] 05
b) What is indifference curve? Explain the major features of an indifference curve. [L5;CLO1] 05
4. a) Analyze the features of oligopoly competition. [L4;CLO4] 05
b) Discuss the characteristics of monopolistic competition. [L6;CLO4] 05

Section B

There are 04 questions in this section. Answer any 03 questions.

1. a) What is development? Explain the indicators of measuring development of a country. [L5;CLO3] 05
b) Discuss the major characteristics of an underdeveloped economy. [L6;CLO3] 05
2. a) Identify the functions of money. [L6;CLO5] 05
b) Discuss different types of commercial banks with their functions and contributions. [L3;CLO1] 05

3. a) Explain the stages of growth development by Rostow. [L2;CLO5] 05
b) Distinguish economic growth and economic development. [L4;CLO5] 05
4. a) Discuss the path of economic progression of Bangladesh since its independence to the present time. [L6;CLO1] 05
b) In the current national budget (FY2025-2026) of Bangladesh, explain where the money will come from and where it will go. [L1;CLO4] 05

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School: Social Science Discipline: Mass Communication and Journalism Program: BSS

Year: 1st Term: 2nd Examination Year: 2026 Session: 2024-2025

Course Code: 0714 26 CSE 1253 Course Title: Basic Computer Skills

Total Marks: 60 Time: 03 Hours Credit: 3.0

Instructions: The figures in the right margin indicate marks. All questions are of equal value.

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) How have Computer Systems changed the Mass Communication and journalism field? [L2;CLO3] 04
b) Explain the basic organization of a computer system with proper diagram. Discuss the role of each major component in brief. [L2;CLO2] 06
2. A university uses an automated system that performs all calculations internally using binary arithmetic to manage group project funding. Suppose $(14)_8$ groups have applied for funding, and the university plans to provide $(5000)_{10}$ taka to each group. The robot first converts all values into binary and performs all calculation in binary format.
a) Calculate the total amount of funding that needs to be granted by the university. Show all necessary conversions and perform the calculation using binary multiplication. Finally, express the result in decimal. [L3;CLO1] 05
b) A group contains $(4)_{10}$ members. If the funding is distributed equally among all members of a group, determine how much money each member will receive. Perform the operation in binary and express the final answer in hexadecimal format. [L3;CLO1] 05
3. a) What are I/O devices? Explain their importance with examples. [L2;CLO2] 05
b) What are the differences between Dot-Matrix printers and Inkjet Printers? [L4;CLO2] 05
4. a) What is ROM? Write the advantages of SRAM over DRAM. [L4;CLO2] 03
b) Discuss the components of multimedia with some application that used multimedia. [L4;CLO3] 04
c) Discuss about different categories of multimedia. [L2;CLO3] 03

Section B

There are 04 questions in this section. Answer any 03 questions.

1. a) What is Data Communication? Describe the components of a data communication system with proper diagram. [L1; CLO3] 05
b) Suppose Khulna University plans to connect 50 computers inside central library building since the library management wants uninterrupted communication even if one connection fails, they are considering different network topologies. Which topology would be most suitable for this scenario. Explain your reasoning. [L3, L5; CLO3] 05
2. a) A small business has older computers with only 8GB of RAM. Employees frequently work with large spreadsheets, web browsers with multiple tabs, and design software. How does virtual memory help in this situation? What risks (disadvantages) might they face if they rely heavily on it? [L4;CLO5] 05
b) Discuss the role of an OS in ensuring system security by explain external security and internal security. [L2;CLO4] 05
3. a) Define internet. Write different types internet services. [L1;CLO5] 04
b) What is domain names system? Discuss about basic services of the internet. [L4;CLO3] 04
c) What is antivirus? Write some antivirus software names. [L3;CLO5] 02
4. a) Define E-mail. Write the types of computer programming language. [L1;CLO6] 05
b) How to protect yourself from email attacks. [L1;CLO3] 05

Khulna University



School: Social Science Discipline: Mass Communication and Journalism

Program: BSS

Year: 1st

Term: 2nd

Examination Year: 2026

Session: 2024-2025

Course Code: 0231 26 Eng 1255

Course Title: English Writing Skills

Total Marks: 60

Time: 03 Hours

Credit: 3.0

Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) Underline and identify ten words that are formed by different word-formation processes. Also write the name of each process used. [L2; CLO2]

The young editor decided to blog about the NGO's latest fund-raising campaign. After a quick brunch near the subway, he began to re-edit the info he had gathered. He knew that the sitcom approach to news was failing, so he decided to feature a more serious investigative piece instead.

05

- b) Using the structural frameworks of Subject (S), Verb (V), Object (O), Complement (C), and Adverbial (A), complete the following tasks: [L2; CLO3]

i) S-V-C: write a sentence describing a journalist's duty using a subject complement (e.g., The reporter is...).

ii) S-V-O-A: write a sentence about a news event that includes a direct object and a circumstantial adverbial of time or place.

iii) Identification: analyze the following sentence and label its constituents-

The committee () elected () her () chairperson () yesterday ().

05

2. a) Read and answer according to the instructions: [L3; CLO3]

After the city council approved the budget, the lead architect, who has designed several award-winning skyscrapers, presented the blueprint to the media during a press conference held at city hall.

i) Identify and label one prepositional phrase and one relative clause from the sentence.

ii) Rewrite the sentence by converting the relative clause (who has designed...) into an appositive phrase to make the sentence more concise and direct.

05

- b) Frame one precise WH-question for each statement that an investigative reporter would ask to uncover deeper details. [L2; CLO3]
- i) The new regulation was passed late last night to reduce carbon emissions by 40%. (Question focusing on the specific percentage)
 - ii) The Prime Minister met with environmental activists behind closed doors. (Question focusing on the participants)
 - iii) The project failed because the initial funding was diverted to other departments. (Question focusing on the cause of failure)
 - iv) The updated safety protocols will be implemented in all major industrial zones across the country. (Question focusing on the scope of the location)
 - v) The CEO resigned after the internal audit revealed financial discrepancies. (Question focusing on the timing/precondition of the event. 05
3. a) What do you know about intensive and extensive reading? Elaborate with suitable examples. [L2; CLO3] 05
- b) Write a note on skimming and scanning as two important reading strategies.[L2; CLO3] 05
4. Based on the reading methods and structural cues, as discussed in Jeanne Godfrey's book *How to Use Your Reading in Your Essays*, answer the following: [L3, CLO4]
- i) Scenario-Method Match: A reporter has ten minutes to find the specific name of a witness in a fifty-page legal transcript. Should they use Scanning, Skimming, or Close Reading? Justify your choice based on the reading purpose.
 - ii) Noun-Group Decoding: Journalistic clarity is often blocked by dense 'noun groups'. Provide two different possible interpretations for the phrase: Local government crisis management team.
 - iii) Language Signposts: Identify the 'signpost' words in the following sentence and explain whether the author is introducing a main point or an illustrative example:
The relevance of media ethics is evident when we look at specific failures; the 2008 financial crisis is a case in point. 10

Section B

There are 04 questions in this section. Answer any 03 questions.

1. As a journalist, use 'Language Focus' and 'Do's and Don'ts' to complete the following: [L3; CLO4]

i) Dialogue Completion: You are hosting a virtual press conference, and the keynote speaker's audio is failing. Use the 'Suggesting a Solution' and 'Taking Control' phrases to draft a polite, three-line intervention to fix the problem without offending the speaker.
ii) Auditory Ethics: Based on the notion of 'Don'ts' list, explain how 'multitasking' (like typing) or 'moving papers' can damage the Speaker-Listener Rapport during a recorded audio interview.
iii) Clarity vs. Visuals: The small-talk strategy advises turning off the webcam if the connection is slow. Why is 'clear sound' prioritized over 'image' in the context of gathering information for a news story?

10

2. Using the S.A.I.D. framework and the Listening L.E.N.S. model of Adaptive Listening, write a comprehensive essay (300–350 words) addressing the following: [L5; CLO2]

Signal 1. The Framework of a Professional: Define the four primary listening styles (Support, Advance, Immerse, and Discern) and explain how each style serves a specific journalistic need, such as interviewing a trauma survivor.

Signal 2. Overcoming 'Autopilot': Explain why simply 'paying attention' is insufficient for a professional journalist. Discuss how using the L.E.N.S. Check-In (Listener, Environment, News, and Speaker) helps a reporter move beyond passive hearing to intentional, focused listening.

Signal 3. The Ethical Responsibility: Discuss the concept of 'taking on the burden' of the speaker's goal. Why is it the journalist's ethical responsibility to adapt their listening to what a source or colleague needs, rather than just what the journalist wants to extract?

10

3. Write a cause and effect paragraph on cyber-crime in Bangladesh. [L5; CLO4]

10

4. Imagine you are a reporter for a major English daily. You are assigned to cover the launch of a new, AI-driven national job portal that uses sophisticated keyword matching and PSRV (Problem-Solution-Result-Value) analysis to rank candidates' profiles. This portal claims to make traditional CV databases obsolete by automatically identifying 'killer CVs'. Write a formal News Report (200–250 words) about this launch, keeping in mind the constraints of the MCJ Discipline; [L4, CLO4]

i) *Signal 1.* Use a catchy and informative Headline.

ii) *Signal 2.* Include a standard Dateline (e.g., Khulna, Oct 26).

iii) *Signal 3.* Follow the inverted pyramid structure

iv) *Signal 5.* Focus on how this AI tool changes the 'problem identification and solution' dynamics for both employers and job seekers, taking cues from the vocabulary in the excerpt (e.g., 'discoverable', 'targeted', 'PSRV analysis').

v) *Signal 5.* Maintain an objective and informative tone?

10