



Khulna University

School: Social Science Discipline: Mass Communication and Journalism

Program: BSS

Year: 2nd

Term: 1st

Examination Year: 2026

Session: 2024-2025

Course Code: 0321 26 MCJ 2101

Course Title: Interpersonal and Group Communication

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 interpersonal communication. How does it play a crucial role in our daily life? Elucidate. [L3; CLO3] 05
b) Write five differences between interpersonal and impersonal communication. [L2; CLO3] 05
2. a) Explain the factors contribute to the emergence of cognitive dissonance in individuals. [L2; CLO1] 05
b) How can you manage cognitive dissonance effectively? Describe. [L3; CLO4] 05
3. Identify the “Open Area” and “Hidden Area” quadrants of the Johari Window and explain what they represent regarding self-knowledge and others’ perceptions. [L4; CLO3] 10
4. Aristotle said, “Persuasion is the winning of man’s mind.” Do you agree? Justify your answer based on the Aristotelian approach to persuasion. [L4, CLO4] 10

Section B

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

1. a) Explain organizational communication with an example. [L1; CLO2] 05
b) Elaborate the barriers to effective organizational communication. [L2; CLO2] 05
2. a) Describe the procedures of effective group communication in meetings and discussions. [L2; CLO2] 05
b) Explain the role of leadership in effective group communication and decision-making. [L4; CLO3] 05
3. a) Discuss the characteristics of mass communication. [L2; CLO4] 05
b) Write five differences between public communication and mass communication. Provide relevant examples. [L3; CLO3] 05
4. Write short notes the following:
a) Conflict management model [L1; CLO2] 05
b) Non-verbal message [L1; CLO2] 05



Khulna University

School: Social Science Discipline: Mass Communication and Journalism Program: BSS
 Year: 2nd Term: 1st Examination Year: 2026 Session: 2024-2025
 Course Code: 0321 26 MCJ 2103 Course Title: Information Gathering and News Writing
 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) Journalists are the gatekeepers of information. Do you agree? Elucidate. 05
 [L1; CLO1]
- b) Discuss the challenges of maintaining objectivity across different types of news. 05
 [L1; CLO1]
2. To what extent do you think surveillance in journalism is ethical? Analyze with examples. [L4; CLO2] 10
3. Write down the basic tools and techniques of data collection for a news with examples. [L4; CLO3] 10
4. Write down the leads from these jottings: [L6; CLO4] 5×2=10
 - i) Savar Ashulia/Monday/ slit-throat decomposing bodies of a couple and their 12-year-old, son/ deceased/ Moktar Hossain, 50, his wife Shahida Begum, 40, and their son Mehedi Hasan Joy, 12/ The couple are garment worker/ hailed from Thakurgaon's Pirganj upazila's Lohagara village/ The bodies recover from the flat on the fourth floor of six-storey building in Jamgara Fakirbari Mor area/ around 10:30 pm/ told by sub-inspector Zohab Ali of Ashulia Police Station/ SI noticed foul smell/flat/locals knocked on the door/ last evening/ found open/ entered the flat/ found the three bodies/Police suspect/ trio might have been killed two to three days ago/
 - ii) হত্যা/আত্মহত্যা/ দুর্ঘটনা/পুড়ে যাওয়া লাশ/ ময়নাতদন্ত ও ধর্ষণ/ মেয়েদের অন্যান্য ডাক্তারি পরীক্ষা/খুলনা মেডিকেল কলেজ হাসপাতাল/ ফরেনসিক মেডিসিন বিভাগ/নার্স নেই/চিকিৎসক সংকট/ ময়নাতদন্ত ও ডাক্তারি পরীক্ষা/ চিকিৎসক দুইজন/ এরা বিভাগের ক্লাস নিচ্ছেন/ ফরেনসিক বিভাগ/ একজন অধ্যাপক/ একজন সহযোগী অধ্যাপক/ একজন সহকারী অধ্যাপক/ তিনজন প্রভাষকের পদ/ আছেন শুধু বিভাগীয় প্রধান ডা. আতাউর রহমান/ চিকিৎসা কর্মকর্তা ডা. মুসলিমা ইসলাম জুই/ সহযোগী অধ্যাপক ও প্রভাষক/গত চার-পাঁচ মাস ধরে পদ খালি/ বিভাগীয় প্রধান/ শারীরিক অসুস্থতা/ বেশিরভাগ সময়ে ঢাকায় থাকছেন/

P.T.O

Section B

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

1. Discuss how checklists improve efficiency in news gathering. Give an example with your own experiences. [L1; CLO1] 10
2. a) This photo went viral during the 2024 flood. Now, evaluate it from the perspective of journalistic ethics. [L6; CLO4] 05



- b) How does a journalist identify content created with AI? Analyze. [L4; CLO4] 05
3. Describe the application of the Right to Information Act (RTI) in gathering information for news. [L6; CLO3] 10
4. Assume you are going to do an interview with the FIFA President on the Football World Cup. Make 10 questions you want to ask for a newspaper interview. [L4; CLO6] 10

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Khulna University

School: Social Science Discipline: Mass Communication and Journalism

Program: BSS

Year: 2nd

Term: 1st

Examination Year: 2026

Session: 2024-2025

Course Code: 0321 26 MCJ 2105

Course Title: Video Production

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) What is video? Distinguish between video production and video creation.
[L1; CLO1] 05
b) Discuss the three main elements of exposure. [L4; CLO1] 05
2. Effective video production requires the use of a variety of camera shots and appropriate composition techniques. Explain this statement with relevant examples. [L5; CLO1] 10
3. a) Summarize how the meaning and scope of video production have changed with the rise of social media. [L2; CLO1] 05
b) Judge the role of ethics in journalism. Why is it important to represent a subject accurately rather than creating a fake dramatic scene? [L5; CLO1] 05
4. a) Explain the techniques for using lighting under different shooting conditions.
[L1; CLO1] 05
b) Interpret the three-point lighting technique and discuss its significance in video production. [L3; CLO3] 05

Section B

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

1. a) Viewers may tolerate poor video quality, but they are unlikely to tolerate poor audio quality- do you agree with this statement? Justify your answer with appropriate arguments and examples. [L5; CLO2] 05
b) What types of mics are used in producing audio in videography? [L1; CLO1] 05
2. Discuss the techniques of screenwriting for video production. Then prepare a screenplay for a one-minute video. [L5; CLO3] 10
3. Suppose you have been assigned to produce a video documentary on the natural beauty of Khulna University. After collecting video clips, photographs, audio recordings, and other relevant materials, explain in detail the editing process you would follow to complete the final video. [L3, CLO3] 10
4. Illustrate how a broadcast journalist applies different voice tones and pacing to match the emotional context of a story. Explain how the balance of Voice-Over (VO) and Natural Sound (Nat) enhances the viewer's experience. [L3; CLO3] 10

Khulna University

School: Social Science Discipline: Mass Communication and Journalism Program: BSS
Year: 2nd Term: 1st Examination Year: 2026 Session: 2024-2025
Course Code: 0542 26 Stat 2151 Course Title: Introduction to Statistics
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 the differences between descriptive and inferential statistics with a suitable example. [L2; CLO3] 05
b) Discuss the importance, applications and role of statistics in social science. [L2; CLO2] 05
2. a) What is a variable? How would you distinguish a dependent variable from an independent variable? [L2; CLO1] 05
b) What is measurement error? Discuss its different types. [L2; CLO3] 05
3. a) What do you understand by fre? Describe the different types of statistical analysis used in population studies. [L2; CLO3] 05
b) The following data represent the monthly spending (in \$) of 12 households: [L4; CLO4]
12, 18, 25, 30, 22, 27, 35, 40, 28, 33, 20, 38
Construct a frequency distribution table using a class interval of width 10 where the table should include different classes with class intervals, frequency and class mark. 05
4. a) What do you by presentation of data? Mention the advantages of graphical presentation over tabular presentation. [L2; CLO3] 05
b) The following tabulated data represents newspaper sales in a day [L4; CLO3]

Sales	Frequency
200–300	6
301–400	10
401–500	14
501–600	8
601–700	2

 - Calculate and interpret the cumulative frequency for the class 401-500.
 - Draw a histogram and pie chart.05

Section B

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

1. a) Define central tendency. What are the properties of a good measure of central tendency? [L1; CLO2] 04

- b) Calculate the mean, median and mode for the following distributions. [L4; CLO4]

Height (in inches)	56-60	61-65	66-70	71-75	76-80
Frequency	7	25	43	28	7

06

2. a) Discuss different types of measure of dispersion used in media research with examples. [L1; CLO3] 05

- b) The score of two batsman A and B in 10 innings are Who is more consistent? [L4; CLO3]

A	19	31	48	53	67	90	10	62	40	80
B	32	28	47	63	71	39	10	60	96	14

05

3. a) Graphically show [L2; CLO3]

- i. Positively and negatively skewed distributions
 - ii. Mesokurtic, leptokurtic and platykurtic
- 04

- b) Some characteristics of annual family income distribution in two regions are [L3; CLO3]

Region	Mean	Median	Standard deviation
A	6250	5100	960
B	6980	5500	940

- i. Calculate coefficient of skewness for each region.
 - ii. For which region the income is more skewed?
- 06

4. a) Distinguish between simple, partial and multiple correlation [L2; CLO3] 05

- b) Compute Karl Pearson's coefficient of correlation for the following series on the cost of living and wages. [L5; CLO4]

Wages	100	101	102	99	98	96	95
Cost	98	99	97	92	94	90	91

05

Khulna University

School: Social Science

Discipline: Mass Communication and Journalism

Program: BSS

Year: 2nd

Term: 1st Examination Year: 2026

Session: 2024-2025

Course Code: 0714 26 ECE 2153

Course Title: Communication and Information Technology

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 ICT in the context of modern journalism. Discuss its core objectives in streamlining newsroom operations. [L1; CLO2] 05
b) Define the objectives of ICT in the education sector. How can ICT tools enhance the research capabilities of journalism students? [L2; CLO2] 05
2. a) Define a 'Computer Network'. Explain two major advantages and two disadvantages of using a network system. [L2; CLO2] 03
b) A small media agency wants to share a single high-end photo printer among five journalists. Describe how a network facilitates this resource sharing. [L3; CLO3] 03
c) Evaluate the statement: "The Internet itself can be considered a computer network". Provide arguments based on the definition of a network. [L6; CLO4] 04
3. a) What is computer software? Explain the core relationship between hardware, software, and the user. [L2; CLO1] 03
b) If a journalist is choosing between a Command Line Interface (CLI) and a Graphical User Interface (GUI), which one would be more efficient for repetitive, batch-based tasks? Justify using the advantages of that interface. [L3; CLO3] 03
c) 'A piece of hardware is useless without software'. Evaluate this statement by discussing the specific functions of software performs to manage computer resources. [L6; CLO3] 04
4. Mention some input devices which are commonly used to provide different types of data as inputs to the computer. Suppose you need to prepare a report for your organization in video format, please describe in such a case which input devices will you use? [L3; CLO3] 10

Section B

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

1. a) A university wants to send examination results from the controller office to different departments and students. Explain how the data communication system will work in this case. Also discuss what may happen if accuracy or timeliness is not maintained. [L2; CLO4] 03
b) Suppose, a teacher uses a smart board remote, security guards use walkie-talkies, and students use mobile phones for video calls. Identify the data flow mode used in each case. Explain why each device belongs to that specific mode. [L3; CLO4] 03

- c) A computer lab has 30 computers connected to one central switch. If one computer's cable is damaged, only that computer loses connection, but if the switch fails, the whole lab network stops working. Identify the topology used here and explain its advantages and disadvantages in this specific situation. [L3;CLO4] 04
2. a) If a media organization needs a secure wired connection between its head office and a remote data center containing sensitive investigative files, how would you compare coaxial cable and optical fiber? Which one would be more appropriate for security and data integrity, and why? [L2;CLO3] 03
- b) Imagine that a journalist working from a district office faces slow and unstable internet because the office network uses old twisted pair cables. How might attenuation, interference, and limited bandwidth affect the timely uploading of news reports, images, and videos? How they can overcome the situation? [L4; CLO4] 03
- c) Based on which technology, submarine cable operates? What is the advantage of using submarine cable? How many submarine cables provides connectivity to Bangladesh? [L4; CLO4] 04
3. a) What is calling and called subscriber? To establish a telephone connection, calculate the number of point-to-point links are required for 8 entities. Justify your answer with necessary examples. [L6; CLO2] 05
- b) Provide comparison among 3G, 4G, and 5G cellular systems. [L3; CLO3] 03
- c) How can you differentiate between an international and national telephone number? [L4; CLO2] 02
4. What is surveillance? Relate the arguments for and against corporate and governmental surveillance of employees' and citizens' Internet usage, e-mail content, phone conversations, and the like. What are methods used to accomplish this level of monitoring? Explain why you would or would not work for a company or agency that scrutinizes its workers to this extent. [L6; CLO2] 10