

**M.A. Examination, 2018**  
**Semester-I**  
**Communication and Journalism**  
**Paper-VI (New Syllabus)**  
**(Personality Development)**  
**(For Regular Candidates)**

**Time: Three Hours**

**Full Marks: 50**

Questions are of value as indicated in the margin.

Answer *any three* questions from **1** to **6**. Question no. **7** is **compulsory**.

1. What are the favourable traits of a media person? Discuss relative importance of traits. 5+5=10
  2. Do you really think that a communication professional needs a philosophy of life? Discuss in favour of your stance. 10
  3. Who is your favourite communication / media person? What qualities of his/her you want to imbibe and why? 2+8=10
  4. Discuss four attractiveness quotients with examples from celebrity space. 10
  5. What exercises you need to work out to increase your group worth? 10
  6. You are asked to negotiate for a group whose voice is not heard through media. Check out your negotiation strategy. 10
  7. Write virtues of following personalities (5 virtues for each one) 4×5=20
    - (a) Barkha Dutt.
    - (b) Arnab Goswamy
    - (c) Rahul Dev
    - (d) Sri Sri Ravishankar.
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