

**END TERM EXAMINATION**

FIRST SEMESTER [BAJMC] FEBRUARY 2023

**Paper Code: BA(JMC)-103**      **Subject: Contemporary India: An Overview****Time: 3 Hours****Maximum Marks: 75****Note: Attempt five questions in all including Q.No.1 which is compulsory.**

- Q1. Write short notes on **any three** of the following: (3x5=15)  
 (a) Judicial Activism  
 (b) Art and Culture  
 (c) Election Commission of India  
 (d) Liberalization
- Q2. "The need of scientific temperament is the foundation for democracy." Critically evaluate the statement. (15)
- Q3. What do you understand by fundamental rights? How are they different from directive principles? (15)
- Q4. "India is a classic example of unity in diversity". Explain the statement in the context of multi-culturalism. (15)
- Q5. What is the nature of Indian economy? Write about the evolution since LPG reforms. (15)
- Q6. Write short notes on **any two**; (15)  
 (a) New Economic Initiatives  
 (b) Gender Equality  
 (c) Marginalization
- Q7. What do you understand by public health? What is the role of Swachh Bharat Abhiyan in hygiene and sanitation? (15)

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# END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] JANUARY-FEBRUARY 2023

Paper Code: BA (JMC) 105

Subject:-Basics of Design & Graphics

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1. Write short notes on **any five** of the following: (3x5=15)
- (a) Grids, Guides, Margins
  - (b) Type Face, Type Body, Leading
  - (c) Vector Graphics, Raster Graphics, Native File Format
  - (d) Monochrome, Primary Colours, Secondary Colours
  - (e) Blanket Roller, CTP, WYSIWYG
  - (f) Alignments, Control Panel, Master Page

- Q2. Define DTP in detail with suitable examples. What all software require for DTP? Also mention what are the functions of the required software. (15)

OR

What is Layout? Explain the difference stages of layout. What is the difference between Newspaper & Tabloid?

- Q3. Explain Design Principles in details with examples. Give your opinion on how does these principles help in enhancing the design. (15)

OR

What are the Design Elements? Is it possible to create designs without using 'Define Elements'? Give your point of view with appropriate reasons/examples.

- Q4. Explain **any two** of the following in detail: (7.5x2=15)
- (a) Things to keep in mind while creating a Logo.
  - (b) Things to keep in mind while designing a Poster.
  - (c) Pre-Press process

- Q5. Explain the role & importance of Paper in Print Industry. Define the various types & finishing of Paper. (15)

OR

What do you understand by offset printing? Explain the process in detail.

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# END TERM EXAMINATION

FIRST SEMESTER [BAJMC] FEBRUARY 2023

Paper Code: BA(JMC) 107

Subject: Personality Development

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated. All questions carry equal marks.

- Q1. Write short notes on **any two**:- (7.5x2=15)  
(a) Personality Structure  
(b) Paralanguage  
(c) Time Management  
(d) Socialization Agents  
(e) Steps for building positive attitude

- Q2. What do you mean by self-introspection? Explain Johari's Window in detail.

**OR**

Define personality. Explain different types of personality with example.

- Q3. Define communication. Discuss the role of kinesics in personality development.

**OR**

Why there is need to study inter cultural communication? Discuss the barriers to inter cultural communication.

- Q4. Define leadership. Explain the theories of leadership.

**OR**

Explain the steps involved in decision making and problem solving.

- Q5. "Negotiation is an art." Comment. Discuss factors that affect negotiation.

**OR**

"Entertainment and media industry is very demanding. A media personnel works 24X7 it leads to lot of stress and pressure." Can you suggest some methods with examples to cope up with stress and pressure faced by media personnel?

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# END TERM EXAMINATION

FIRST SEMESTER [BAJMC] FEBRUARY 2023

Paper Code: BA(JMC) 109

Subject: Writing Skills

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1. Write short notes on **any three** of the following: - (5x3=15)
- (a) ABCD of media writing
  - (b) Ethics in media writing
  - (c) Blogs
  - (d) Column Writing
  - (e) Emoticons
  - (f) Transliteration

### UNIT-I

- Q2. Compare and contrast writing for news and non-news media. Give relevant examples. (15)

OR

Explain in detail the Fundamentals of media writing.

### UNIT-II

- Q3. Describe in detail the writing mechanism along with examples. (15)

OR

Audience Analysis is integral to process writing. In the light of this statement explain the steps involved in process writing.

### UNIT-III

- Q4. What are writing skills required for social media networking sites. (15)

OR

Social media is diluting language skills. Comment. How is social media changing language knowledge?

### UNIT-IV

- Q5. What is translation? Write a detailed note on different types of translation. (15)

OR

Examine critically the need and significance of translation in media.

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# END TERM EXAMINATION

SECOND SEMESTER [BA(JMC)] JULY 2023

Paper Code: BA(JMC)102

Subject: Print Journalism

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write short notes on **any two** of the following: (7.5x2=15)
- Citizen Journalism
  - Reporting for a News Agency
  - Stylesheet: Purpose and Relevance
  - Editing Symbols

## UNIT-I

- Q2 What do you understand by the term 'News.' Explain news values with suitable and contemporary examples. (15)

OR

Examine the key responsibilities and ethical obligations that journalists should uphold in their role as the 'fourth estate,' ensuring transparency, accountability, and the free flow of information in society? (15)

## UNIT-II

- Q3 Explain the structure of a news report. Throw light upon the guidelines for headline writing especially including in the context online media landscape. (15)

OR

Critically analyse the significant risks, challenges, and ethical considerations that investigative journalists face in their pursuit of uncovering hidden truths and controversies. (15)

## UNIT-III

- Q4 Explain the structure of news room in a print media organisation. Discuss the pivotal role played by an editor in shaping and influencing the quality, accuracy, and overall impact of the news content produced by the media organisation. (15)

OR

Discuss the importance and relevance of Editorial writing in shaping public opinion in contemporary times. Give suitable examples. (15)

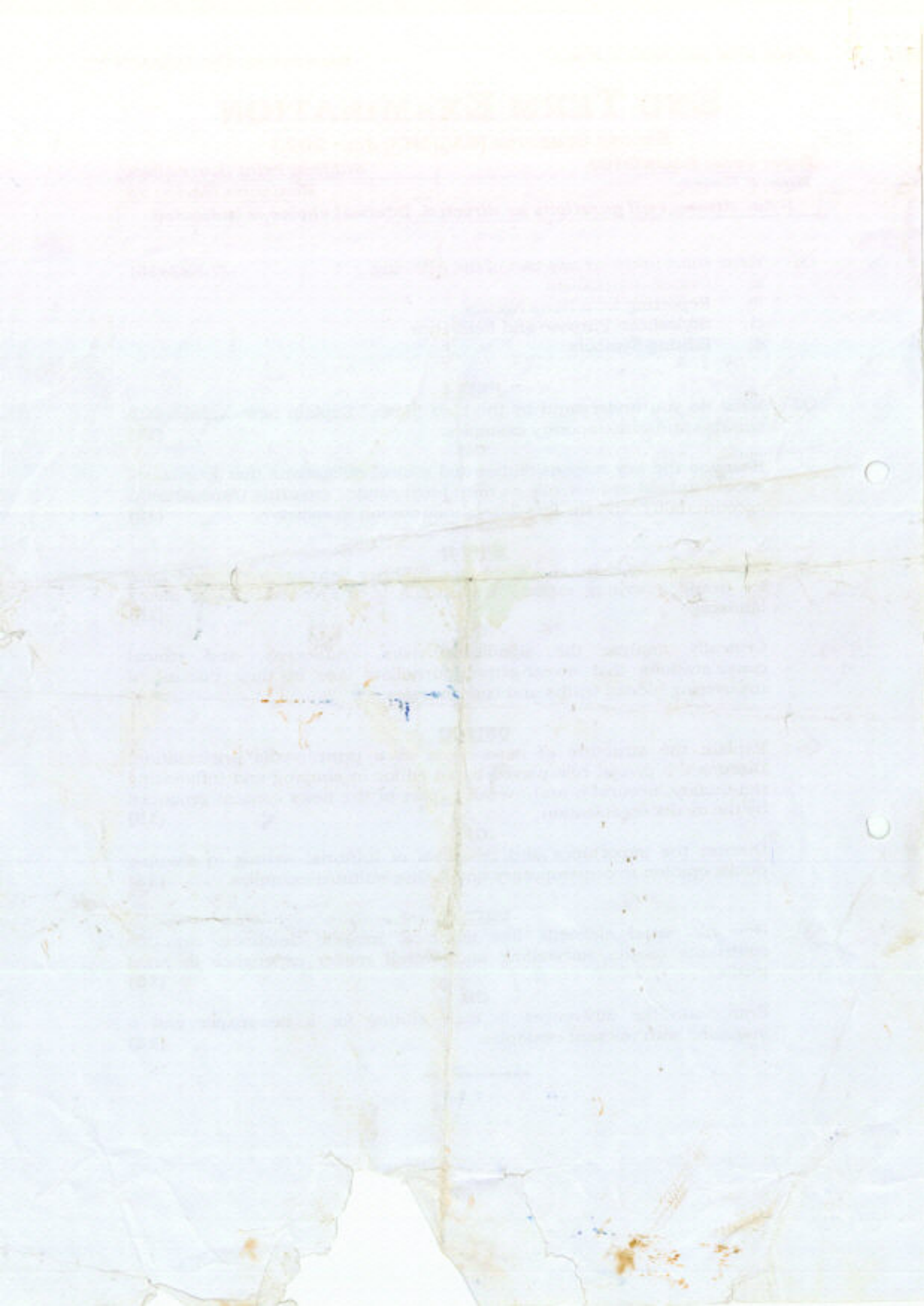
## UNIT-IV

- Q5 How do visual elements like graphics, images, timelines, cartoons contribute to the storytelling and overall reader experience in print media? (15)

OR

Enumerate the differences in copy editing for a newspaper and a magazine with relevant examples. (15)

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# END TERM EXAMINATION

SECOND SEMESTER [BA (JMC)] JULY 2023

Paper Code: BA(JMC)-104

Subject: Media Laws and Ethics

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1 Write short notes on **any three** of the following:- (5x3=15)
- (a) Recommendation of Second Press Commission
  - (b) Chanda Committee
  - (c) TRAI
  - (d) Ordinance and Affidavit
  - (e) Defended and Acquittal

## UNIT-I

- Q2 Explain Freedom of Speech and Expression 19(1) (A) with suitable examples and brief about 19(2). (15)
- OR**
- What are the roles and responsibilities of LOKPAL in India? Also explain relevant provisions of Lokpal and Lokayuktas Act 2013. (15)

## UNIT-II

- Q3 What are the Parliamentary Privileges? Suggest any amendments you will like to introduce. (15)
- OR**
- What do you know about Sedition? Explain some recent cases regarding this. (15)

## UNIT-III

- Q4 What do you understand about Official Secrets Act, explain relevance in present scenario. (15)
- OR**
- What is the process to get information under Right to Information (RTI) Act 2005. (15)

## UNIT-IV

- Q5 Discuss the important Constitutional Provisions with regard to press. (15)
- OR**
- Press Council is toothless tiger. Through light on Press Council Code on communal writing. (15)

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# END TERM EXAMINATION

SECOND SEMESTER [BA (JMC)] JULY 2023

Paper Code: BA(JMC)-106

Subject: Still Photography

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write short notes on **any three**:- (3x5=15)  
(a) Digital Vs. Optical  
(b) Morphing  
(c) Focal Length  
(d) ISO  
(e) Depth of Field
- Q2 Discuss the origin and growth of Photography from binging to digital era.(15)  
**OR**  
Describe the classification of lenses as wide angle, normal and telephoto lens with their measurement and characteristics. (15)
- Q3 Describe the DSLR Camera and its various parts in detail with suitable diagram. (15)  
**OR**  
Discuss the various types of photography and their relevance in modern era. (15)
- Q4 How composition matters in photography? Explain the various elements of composition. (15)  
**OR**  
Discuss the Term "Three Point lighting" with suitable diagram? (15)
- Q5 Write a short Note on **any two**:- (15)  
(a) Natural & artificial Light  
(b) Aperture  
(c) Photo Essay  
**OR**  
Mobile phones have enabled so many people to capture images of happening around them. How do you feel this has impacted Photo Journalism? Is the mobile camera a boon to photography or determine to it? Express your view. (15)

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# END TERM EXAMINATION

SECOND SEMESTER (BA(JMC)) JULY-2023

Paper Code: BA(JMC)-108

Subject: Health Communication

Time: 3 Hours

Maximum Marks :75

**Note: Attempt five questions in all including Q. no.1 which is compulsory. Select one question from each unit. All questions carry equal marks.**

Q1 Write Short Notes on **any two** of the following:

- a) Health Literacy
- b) Risk Communication:
- c) Social Marketing
- d) Health Promotion
- e) Mobile Health (mHealth)

## UNIT-I

Q2 What is public health, and why is it important in promoting the well-being of populations?

**OR**

Q3 Discuss the concept of health equity and the importance of addressing health disparities in public health interventions. How can public health efforts ensure equal opportunities for health and well-being for all individuals, regardless of their socioeconomic status or background?

## UNIT-II

Q4 Discuss the role of health journalism in disseminating accurate and reliable information to the public. How does health journalism contribute to promoting health literacy and empowering individuals to make informed decisions about their health?

**OR**

Q5 Explore the ethical considerations in health journalism. What are the responsibilities of health journalists in reporting health-related news? How can they ensure accuracy, fairness, and sensitivity in covering sensitive health topics?

## UNIT-III

Q6 Discuss the role of accurate and responsible health reporting in promoting public health. How can health reporters effectively communicate complex health information to the general public in a way that is accessible, engaging, and evidence-based?

**OR**

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- Q7 Investigate the challenges faced by health reporters in gathering and verifying health-related information. How can health reporters critically evaluate scientific studies, medical research, and expert opinions to provide accurate and reliable information to their readers or viewers?

**UNIT-IV**

- Q8 Discuss the importance of effective health communication in promoting positive health outcomes. How does clear and accessible health communication contribute to empowering individuals, promoting health literacy, and facilitating informed decision-making?

**OR**

- Q9 Analyze the impact of digital technology and social media on health communication. How has the advent of digital platforms transformed the way health information is disseminated and accessed? Discuss the opportunities and challenges associated with utilizing digital platforms for health communication and address potential concerns about the accuracy and reliability of online health information.

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# END TERM EXAMINATION

THIRD SEMESTER [BAJMC] FEBRUARY 2023

Paper Code: BA (JMC) 203

Subject: Basics of Radio  
Programming & Production

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated

Q1. Write short notes (any three):-

(5x3=15)

- (a) Community Radio
- (b) Limitations of Radio
- (c) Phone-in
- (d) Sound Perspective

Q2. Trace the growth and development of radio broadcasting before 1947 in India. (15)

OR

Explain in detail Radio as a medium of mass communication.

Q3. Describe the Organizational structure of All India Radio. (15)

OR

What are the various types of Programme formats? Explain any one in detail.

Q4. What are the elements of radio programmes? Explain with the support of examples. (15)

OR

Define microphones. What are the different types of microphones used in the audio studio for recording a radio programme?

Q5. Explain the process and measurement techniques to evaluate a radio programme. (15)

OR

What are the various types of audio filters used in audio post production process?

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# END TERM EXAMINATION

THIRD SEMESTER [BA(JMC)] FEBRUARY 2023

Paper Code: BA(JMC)205

Subject: Basics of Video Camera,  
Lights and Sound

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Short notes (**attempt any three**) (3x5=15)  
a) Broadcasting standard  
b) Rules of compositions  
c) Properties of light  
d) Audio elements
- Q2 What are the main parts of video camera and how video camera works? Support your answer with help of diagram. (15)  
**OR**  
Describe various types and functions of video camera lenses and filters.
- Q3 What is composition? Explain different types of shots with the help of diagrams. (15)  
**OR**  
Describe camera angles and camera movements with the help of diagrams.
- Q4 Describe different types of lights and accessories used in video production. (15)  
**OR**  
Explain three point lighting technique with the help of diagrams.
- Q5 Write short notes on: (5x3=15)  
a) Types of microphones  
b) Audio level and audio channel  
c) In-cam editing

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## END TERM EXAMINATION

THIRD SEMESTER [BA(JMC)] FEBRUARY 2023

Paper Code: BA(JMC)-207

Subject: Radio Jockeying and News Reading

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q. No.1 which is compulsory.

- Q1 Write short notes on **any three** of the following:- (3x5=15)  
(a) News Bulletin  
(b) Radio infotainment programs  
(c) Sound effects & Foley  
(d) News Reading Techniques
- Q2 Define Radio news. What do you understand by news values? Elaborate. (15)
- Q3 Describe the skillset required to write a Radio program. What are the elements of a Radio program? (15)
- Q4 What are the techniques and style for a Radio Jockey and how is it different from a news reader? (15)
- Q5 Write short notes on **any two**:- (15)  
(a) Code and ethics for presentation  
(b) Use of pre recorded features  
(c) Structure and functioning of FM Radio stations
- Q6 What are the emerging trends in Radio industry? Write in detail about importance of each. (15)

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# END TERM EXAMINATION

THIRD SEMESTER [BA(JMC)] FEBRUARY 2023

Paper Code: BA(JMC)-207

Subject: Radio Jockeying and News Reading

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q. No.1 which is compulsory.

- Q1 Write short notes on **any three** of the following:- (3x5=15)  
(a) News Bulletin  
(b) Radio infotainment programs  
(c) Sound effects & Foley  
(d) News Reading Techniques
- Q2 Define Radio news. What do you understand by news values? Elaborate. (15)
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- Q5 Write short notes on **any two**:- (15)  
(a) Code and ethics for presentation  
(b) Use of pre recorded features  
(c) Structure and functioning of FM Radio stations
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(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

THIRD SEMESTER [BA(JMC)] FEBRUARY 2023

Paper Code: BA(JMC)209

Subject: Video Editing

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Discuss the concepts and rules of Video Editing. What are different types of video editing, give suitable examples. (15)

OR

Elaborate on the role and significance of Video Editor using suitable examples. Highlight the objectives and importance of video editing.

Q2 Explain Analogue and Digital video formats in detail. Discuss the editing techniques providing examples. (15)

OR

What do you understand about Linear and Non-Linear editing? Discuss in detail using suitable examples.

Q3 Explain Styles of Packaging in News and Non-News format. Provided suitable examples. (15)

OR

What are the Salient features and concepts of Sound Design in editing? Discuss using suitable examples.

Q4 Discuss in detail the process and concepts of Multi-Camera Production Online editing mode. Provide suitable examples. (15)

OR

Highlight the emerging trends in Multi-Camera video editing in contemporary times using suitable examples.

Q5 Write notes on **any three** of the following: (3x5=15)

- Super impositions and Chroma
- Archiving and File formats
- Steps and equipments of Non-Linear editing
- Steps and equipments of Linear editing
- Effects and Transitions

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# END TERM EXAMINATION

FOURTH SEMESTER [BA(JMC)] JULY 2023

Paper Code: BA(JMC)204

Subject: Basics of Public Relations

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1. Write Short Notes on any two of the following (7.5x2=15)

- a). Liasoning
- b). Press Kit
- c). Bulletin Board
- d). Propaganda

Q2. A positive Image is a key to Success for a Company. Explain the role of Public Relations in Image building. (15)

OR

Public Relation officer should follow the ethics code of PR. Explain the code of PRSI.

Q3. Describe the concept and Structure of the Public Relations Agency in India. (15)

OR

- i. Explain the Importance of Media relations for a PRO
- ii. Importance of e-PR

Q4. Which types of skills are essential for a Public Relations Officer in a crisis situation? Explain the role and responsibilities of PRO. (15)

OR

CSR can be a Successful tool for PR. Explain it with suitable Examples.

Q5. Differentiate the work process of Corporate Communication and Public Relations with some suitable examples. (15)

OR

Design a PR campaign for a political party for the coming elections.

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Research  
Objective  
Qualitative  
Research  
Empirical  
Research

# END TERM EXAMINATION

FIFTH SEMESTER [BA(JMC)] JANUARY-FEBRUARY 2023

Paper Code: BA (JMC)-301

Subject: BASICS OF NEW MEDIA

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1. Write short notes on **any three** of the following:- (3x5=15)
- a) Web Browsers
  - b) Video Piracy
  - c) HTTP
  - d) Malware and Ransomware
  - e) Digital Divide

- Q2. Is Social Media a catalyst for change? Argue in support of your answer with suitable examples. (15)

OR

What are the attributes of online communication? Differentiate between the features of Web 1.0, Web 2.0 and Web 3.0.

- Q3. What is E-governance? How ICT and its applications have strengthened E-governance? Elaborate with examples. (15)

OR

Is Digital India all about inclusive growth and empowerment? Discuss with examples.

- Q4. Society, culture and communication are witnessing major changes in the age of New Media. Discuss with the help of examples. (15)

OR

What is Cyber Crime? What are different types of cyber crimes? Suggest ways to curb cyber crimes.

- Q5. Webcasting and Podcasting have emerged as major tools of mass communication. Elucidate with examples. (15)

OR

What are the Do's and Don'ts of online reporting and editing? Explain in detail the impact of these do's and don'ts on online journalism.

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# END TERM EXAMINATION

FIFTH SEMESTER [BAJMC] FEBRUARY 2023

Paper Code: BA (JMC) 303

Subject: Media Research

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No. 1 which is compulsory. Select one questions for each unit.

- Q1. Write short notes on **any three** of the following: (3x5=15)
- (a) Media Research
  - (b) Hypothesis
  - (c) Schedule
  - (d) Coding
  - (e) Research Proposal

### UNIT-I

- Q2. Define media research? What is the importance and scope of media research. (15)

OR

Discuss Qualitative and Quantitative approaches in research. Give examples.

### UNIT-II

- Q3. Elaborate on the TRPs and Readership surveys. What is BARC. (15)

OR

Differentiate between Opinion Polls and Exit Polls. What is their importance and implications in Indian context.

### UNIT-III

- Q4. What is sampling? Explain probability and non-probability sampling techniques. Give examples. (15)

OR

What is a research design? Explain different types of research design in detail.

### UNIT-IV

- Q5. Explain survey method. What different tools can be used in survey method to collect primary data. (15)

OR

Explain content analysis method. Put light on the merit and demerits of this methods

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# END TERM EXAMINATION

FIFTH SEMESTER [BAJMC] JANUARY-FEBRUARY 2023

Paper Code: BA(JMC) 305

Subject: EVENT MANAGEMENT

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1. Write short notes on any two of the following: (7.5X2=15)
- (a) 5C's of Event management
  - (b) Liaisoning
  - (c) Media Coordination
  - (d) Events as Communication Tool
  - (e) Careers in Event Management

- Q2. Discuss in detail any four categories of events, based on the 'purpose' or 'sector' to which they belong. Illustrate with examples. (15)

OR

Define event management. Throw light on various elements of event management with suitable examples.

- Q3. What interpersonal skills and service orientation skills are required for an event manager to effectively communicate with clients? (15)

OR

Describe the different types/structures of an event management organisation.

- Q4. Define and explain risk and risk management. Discuss the potential risks linked with event operations using suitable examples. (15)

OR

Explain the special licences required to conduct an event.

- Q5. "Opportunity assessment process assesses the relationship between internal company strengths and external market attractiveness based on several parameters." Justify this statement. (15)

OR

Discuss the emerging trends in event management, especially during & post-pandemic period.

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## END TERM EXAMINATION

FIFTH SEMESTER [BA (JMC)] JANUARY-FEBRUARY 2023

**Paper Code: BA (JMC) 307** **Subject: Digital Media Marketing**

**Time: 3 Hours**

**Maximum Marks: 75**

**Note: Attempt five questions in all including Q.No. 1 which is compulsory. Internal choice is indicated.**

- Q1. Write short notes on **any five** of the following:- (3x5=15)
- (a) PPC advertising
  - (b) POEM
  - (c) Affiliate Marketing
  - (d) Crawler
  - (e) Content Marketing
  - (f) Types of Blogs
- Q2. What do you understand by Digital Marketing ? How is it different from conventional marketing ? Explain. (15)

**OR**

Influencers play a major role in social media campaign success. Critically evaluate this statement. (15)

- Q3. Email Marketing strategies are not effectively utilized by companies- Discuss. (15)
- Q4. Discuss the scope and advantages of digital media marketing . Explain the types of web presences. (15)
- Q5. What is SEO? Explain the difference between on-page and off-page SEO. (15)
- Q6. Elaborate the role of Social media in marketing Research. (15)
- Q7. Write short notes on **any three** of the following:- (3x5=15)
- (a) E-Commerce and Start-ups
  - (b) Skill India
  - (c) Web Analytics
  - (d) M-Commerce Latest trends
  - (e) SERP
  - (f) Conversion Funnel

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## END TERM EXAMINATION

FIFTH SEMESTER [BA (JMC)] JANUARY-FEBRUARY 2023

Paper Code: BA (JMC) 309

Subject: Film Appreciation

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No. 1 which is compulsory. Internal choice is indicated.

- Q1. Write short notes on **any three** of the following: (3x5=15)  
(a) Montage  
(b) Multiplex Culture  
(c) Mise-En-Scene  
(d) Italian Neo Realism  
(e) Screenplay
- Q2. Is film a medium of mass communication? Describe with examples. (15)  
**OR**  
What are the components of a film? Elaborate.
- Q3. What is OTT? 'The emergence of OTT has disrupted the entertainment sector', argue in favour or against? (15)  
**OR**  
Films mirror a society's culture and values. Discuss.
- Q4. Describe the landmarks of Indian cinema. (15)  
**OR**  
What is film appreciation? Write a note on the language of cinema.
- Q5. What are the emerging trends in the contemporary Indian Cinema? Elucidate with examples. (15)  
**OR**  
Explain the CBFC's role and standards it follows for film censorship.
- Q6. What is a Film Review? Describe the job profile and responsibilities of a Film Reviewer. (15)  
**OR**  
Critically analyse one of your favourite film.

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