

BITS PILANI, DUBAI CAMPUS
Dubai International Academic City
SEMESTER I - 2013-2014
COMPREHENSIVE EXAM

Course No:BITS C214/GS F223 Course Title: Introduction to Mass Communication
Date: 2.1.14 Time: 180 minutes Maximum Marks: 50 Weightage :50%

NOTE: (Answer all questions. Answer all the questions in a sequence.)

1. Write short notes on :
 - a. Media Planners and Media Researchers
 - b. Nautanki
 - c. Indi Pop
 - d. Out of Home Advertising
 - e. New Wave of Indian Cinema
 - f. Reality TV
 - g. Public Relations

(7x3=21 marks)
2. Explain the term Intellectual Property and what four properties come under it? Also explain why it is called Intangible property.

(5 marks)
3. Explain the Gratification model of Mass Communication with the help of a diagram.

(5 marks)
4. Elaborate the terms:

(5 marks)

 - a) Information Society
 - b) Network Society
5. What strategy was applied in the various parts of the world after the 1960s to combat **Underdevelopment?**

(4 marks)
6. What are DevComm, Digital Divide and Development Divide? How are all these three associated with each other?

(4 marks)
7. **"Literate and educated people benefit more from educational media than the less literate"**. Justify the above statement giving at least 3 reasons in support of it.

(3 marks)
8. **The audiences today accept messages easily from the media in an instructional situation, whereas in a persuasive situation (like advertisements) they don't do so.** Justify the above statement giving at least 3 reasons in support of it.

(3 marks)

~~2~~ 2 ✓

BITS, PILANI – DUBAI CAMPUS
Dubai International Academic City
SEMESTER II 2013-2014
TEST I (CLOSED BOOK)

Course No: GS F223 Course Title: Introduction to Mass Communication
Date: 25.09.13 Time: 50 minutes Maximum Marks: 40 Weightage :20%

NOTE: (Answer all questions. Answer all the questions in a sequence.)

1. Name the newspaper started by Hicky. (2 M) What was the purpose of the newspaper? (3 M) What did the English regime finally go to him and his newspaper? (3 M)
2. "The sub-editor gives a face-lift to the newspaper" Justify the above statement by giving four reasons in support of your argument. (4 M)
3. Write short notes on:
 1. Libertarian theory of media. (3 M.)
 2. The RTI Act (3 M.)
 3. Sadharnikaran and Sahridaya (6 M.)
 4. Any two functions of Mass Media (6 M.)
4. Define the purpose and any 4 qualities of Tabloid or Yellow Journalism (4 M)
5. Satellite Communication via television and cable has now transformed the world into a 'global village'. Give three advantages and three disadvantages of the same. (6 M.)