

**BITS, PILANI – DUBAI**  
**Dubai International Academic City**  
**SEMESTER II 2012-2013**  
**COMPREHENSIVE EXAM**

Course No: GS F223                      Course Title: Introduction to Mass Communication  
Date: 30.05.13   Time: 3 Hrs.                      Maximum Marks: 40                      Weightage :40%

**NOTE:**                      (Answer part A and part B in separate answer sheets)

**PART - A**

1. Write any two differences between the terms persuasion and propoganda.  
(5 Marks)
2. Define the role of Public Relations department in an industry.  
Also mention the tools of PR activities. (5 Marks)
3. According to a survey by the Indain Institute of Mass Comm. Delhi, in many TV commercials the portrayal of women was not necessarily desirable or even relevant. Explain the above viewpoint by giving 2 real ad examples broadcasted on TV. (4 Marks)
4. Write short notes on : (6 marks)
  1. Gratification Theory of Mass Media
  2. Tamasha
  3. Any 2 Recommendations by Joshi Committee on Doordarshan

**PART B**

1. Information and communication Technology (ICT) is the key to resolve the development divide between rural and urban India. Elaborate with reference to development/modernization. (5 marks)
2. State the social, economic and technological changes of the 1970s and 1980s which led to the concept of 'information society'? (5 marks)
3. How does globalization flow automatically from the pervasiveness of internet? (5 marks)
4. (i) What is 'intellectual property'? (2 marks)  
(ii) What are the three types of works which copyright supports according to the Copyright Act of India? (3 marks)

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**TEST II (OPEN BOOK)**

Course No: GS F223      Course Title: Introduction to Mass Communication  
Date: 24.04.13      Time: 50 minutes      Maximum Marks: 20      Weightage : 20%

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

1. Explain any **three** drawbacks of the Talent Hunt Shows telecasted on the Indian Television along with suitable examples. Write your justifications in **point form with a subheading** for each properly underlined. (3 mks)
2. Music Channels like Channel V and MTV are very popular among youngsters. Why do you feel parents are against the viewing of such programmes? Explain the answer by giving **three important reasons** in **point form with a subheading** for each properly underlined. (3 mks)
3. **"Folk Media should be allowed to die a natural death with the coming of the new medias".**  
Give a valid explanation of the above statement whether you agree with or not and list **three** innovative ways in which Folk Media can be revived and made popular among the masses. Write your answer in point form with a **subheading for each** properly underlined. (4 mks)
4. Your company, 'Sharp Electronics', has launched a new refrigerator which can indicate the expiry date of food items that are kept in it.

Create an effective display ad for the newspaper. Limit your ad space to the vertical half page of your answer book. (6 marks)

5. **'Political parties should not be allowed to own television channels'.** Justify the statement with reference to the topics - 'TV' and 'Media and Politics'.  
Structure your answer systematically **in 4 points** and that you will elaborate. (4 marks)

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**SEMESTER II 2012-2013**  
**TEST I (CLOSED BOOK)**

**Course No: GS F223    Course Title: Introduction to Mass Communication**  
**Date: 6.03.13    Time: 50 minutes    Maximum Marks: 20    Weightage :20%**

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

1. Explain the terms Mass Communication and Mass line Communication. (3 mks)
2. "The Fourth Wave of Information Technology has made the entire globe a small place to live in "Justify the above statement by giving three examples. ( 3 mks )
3. Explain the Libertarian and Social Responsibility theory of media. ( 3 mks )
4. Explain the term "Tabloid and Yellow Journalism". ( 3 mks )  
*Sensationalism*

5.



*Novak Djokovic of Serbia kisses his trophy after winning the men's singles final match against Tomas Berdych of Czech Republic during the ATP Dubai Tennis Championships on March 2, 2013.*

As the staff reporter, write a report for your newspaper, covering the above event. The report should be of about 250 words. Divide the report into appropriate paragraphs and write in column format. ( 8 mks )

11 ~ you

**BITS, PILANI – DUBAI**  
**Dubai International Academic City**  
**YEAR II & IV - SEMESTER II 2012-2013**  
**QUIZ I**

**Course No: GS F223**

**Course Title: Introduction to Mass Communication**

**Date: 15.04.13 Time: 20 minutes**

**Maximum Marks: 13**

**Weightage :13%**

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

NAME \_\_\_\_\_ ID.NO. \_\_\_\_\_ FACULTY \_\_\_\_\_

Fill in the blanks: (9 Marks)

- I. Father of Indian factual cinema \_\_\_\_\_
- II. India's first colour feature film \_\_\_\_\_
- III. Films made by Indians of the diaspora are called \_\_\_\_\_
- IV. The radio programme 'Interpretation of the world around us' can be classified as \_\_\_\_\_
- V. Apart from Reuters, name one more agency for news exchange  
\_\_\_\_\_
- VI. The Hindi songs and film music industry has the total market share of  
\_\_\_\_\_ to \_\_\_\_\_ %
- VII. Public Relations aims to build a climate for \_\_\_\_\_ and \_\_\_\_\_  
in the market.
- VIII. Outdoor sites for Out of Home Advertising has its own rules and  
regulations which come under the control of \_\_\_\_\_
- IX. Google earns around \_\_\_\_\_ an hour from search engine  
advertising.

II. Match the following: ( 4 Marks) **ANSWER IN THE SPACE PROVIDED BELOW:**

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| 1. India's Major Advertiser         | a. magazine programmes           |
| 2. Barsat                           | b. Cosmopolitan                  |
| 3. Mother India                     | c. Contextual Online Advertising |
| 4. First radio station in pittsburg | d. Amity University              |
| 5. Musical performances on radio    | e. Raj Kapoor                    |
| 6. Times of India group             | f. Mehbood Khan                  |
| 7. Advertising                      | g. 1920                          |
| 8. AdWord and AdSense               | h. AIDCA Formula.                |

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