

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

Course No: BITS C214 Course Title: Introduction to Mass Communication
Date: 2.1.13 Time: 180 minutes Maximum Marks: 40 Weightage :40%

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

1. Write short notes on :
 - a.Puppetry
 - b.Ramlila
 - c.Online Advertising
 - d.Out of Home Advertising(10 marks)

2. "PR today is the strongest weapon for the public and private sector to justify their policies and plans". Justify the above statement giving at least 3 reasons in support of it. (6 marks)

3. Persuasion in Mass Media today is not an easy job. Give at least 2 reasons in support of the above statement (4 marks)

4. Elaborate the term – PROPOGANDA mass media. (3 marks)
Discuss two characteristics of a propagandist. (3 marks)

5. Explain the Cultivation or Cultural Indicators Theory of Media Effects . (4 marks)

6. Folk media is more effective in promoting literacy in the rural parts of India than any other media. Justify the above statement by giving two examples in India where Folk media was effective in spreading literacy awareness. (2 Marks)

7. Define the term Globalization. Give at least 2 advantages of Globalization. (2 +2 Marks)

8. Explain the terms 1.Digital Divide 2.Information Society (4 Marks)

11-12-12

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TEST II (OPEN BOOK)

Course No: BITS C214 Course Title: Introduction to Mass Communication
Date: 11.12.12 Time: 50 minutes Maximum Marks: 20 Weightage :20%

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

1. Compare any two roles played by your favourite movie star (hero/heroine) in two different films. Which role was played more convincingly?
Give at least 3 reasons for preferring one role over the other
(6 marks)

2. Explain any 3 negative effects of Reality Shows on the society
(6 marks)

3. Explain the effect of the satellite TV on any three mass media
(6 marks)

4. Which is the most popular category of music in India? Give an example for the same (2 marks)

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YEAR II & IV - SEMESTER II 2012-1-2013
TEST I (CLOSED BOOK)

Course No: BITS C214 Course Title: Introduction to Mass Communication
Date: 4.10.12 Time: 50 minutes Maximum Marks: 20 Weightage :20%

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

1. Explain the communication barriers-Resistance and Self Image
(3 marks)

2. Explain any two functions of mass media. (3 marks)

3. Explain the Libertarian and Social Responsibility theory of
media. (4 marks)

4. Explain any 4 four norms of journalistic conduct. (4 marks)

5. Write a Feature article on any one of the topics given below:
Around 200 words: (6 Marks)
 - a.) Evils of Social Media Networking Use
 - b.) An Interesting event of your life
 - c.) Your Vision on India in the 21st Century

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BITS, PILANI – DUBAI
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YEAR II & IV - SEMESTER II 2012-1-2013
QUIZ I

Course No: BITS C214 Course Title: Introduction to Mass Communication
Date: 29.10.12 Time: 20 minutes Maximum Marks: 10 Weightage :10%

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

- I. Fill in the blanks with appropriate answers: (6 Marks)
1. The Sanskrit term _____ is close to the sense of commonness associated with communication.
2. _____ literally means of one and the same heart.
3. The term journal is derived from _____ language, which in turn comes from the Latin word _____.
4. _____ are part time journalist whereas _____ journalists are those who occasionally contribute to newspapers.
5. The _____ approach indirectly suppresses the voice of silent and oppressed in journalism.
6. Marketing done for products and services to attract a specific audience than general audiences is called _____ marketing.
7. The PTI employs around _____ journalists and technical staff around _____ number of offices in India.
8. _____ was the first public newspaper put up in the main square of Ancient Rome.

9. Mugal rulers in India had secret news writers to report for their newspaper called_____.

II. Define the following: (4Marks)

A.)Special Interest Magazine (2)

B.)Developmental Journalism (1)

C.)Kinesics (1)
