

**BITS, PILANI – DUBAI**  
**Dubai International Academic City**  
**YEAR IV - SEMESTER II 2011-1-2012**  
**COMPREHENSIVE EXAM**

**Course No: BITS C214                      Course Title: Introduction to Mass Communication**  
**Date: 12.06.12    Time: 3 Hours                      Maximum Marks: 40                      Weightage :40%**

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

Q.1.How did Dada Saheb Phalkae gave new heights to Indian cinema? (4 Marks)

Q.2.What is a Press Release and elaborate upon its style? (4 Marks)

Q.3.How can a good Public Relation Campaign help an organization in key functional areas?  
(6 Marks)

Q.4.What are the qualities of a successful PR person? (4 Marks)

Q.5. Intertek System is Software based company selling products related to smooth functioning of offices of various industries. Intertek wants to conduct a survey about the customer satisfaction. Draft a questionnaire with 10 questions asking customers the feedback on their products. (10 Marks)

Q.6. Write short notes on: (12 Marks)

1. E-commerce
2. Artificial Intelligence
3. Ashok Kumar
4. Guru Dutt

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**YEAR IV - SEMESTER II 2011-1-2012**  
**TEST II (OPEN BOOK)**

**Course No: BITS C214                      Course Title: Introduction to Mass Communication**  
**Date: 23.05.12    Time: 50 minutes    Maximum Marks: 20                      Weightage :20%**

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

1. There is a famous English quote that says-“you are what you eat ”Does this apply to television also. Can programmes you watch affect your behavior?    ( 4 marks )
  
2. Does television make a person passive and take away the ability to think for himself.            ( 4 marks )
  
3. Radio programmes have helped a great deal of transformation in rural India. Comment on it.            ( 4 marks )
  
4. Explain any 4 qualities what the modern or FM radio has and how does it benefit the common man by and large. ( 4 marks )
  
5. What qualities does a person need to have to be successful in the field of advertising?    ( 4 marks )

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**TEST I (CLOSED BOOK)**

**Course No: BITS C214                      Course Title: Introduction to Mass Communication**  
**Date: 4.04.12    Time: 50 minutes    Maximum Marks: 20                      Weightage :20%**

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

1. Explain any four basic determinants of news.                      ( 4 marks )
  
2. Explain any two functions of mass media.                      ( 3 marks )
  
3. Explain the libertarian theory of media.                      ( 3 marks )
  
4. Explain any 4 four norms of journalistic conduct. ( 4 marks )
  
5. Explain the following terms related to a story with reference to the Oscar winning movie –“The Artist”

- 1-Problem in the story                      (2 marks)
2. Rising action in the story                      (2 marks)
3. Resolution-                      (2 marks)