Dubai International Academic City SEMESTER II 2012-2013 COMPREHENSIVE EXAM

Course No: GS F223 Date: 30.05.13 Time: 3 Hrs. Course Title: Introduction to Mass Communication

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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COMPREHENSIVE EXAM ANSWER PATTERN

Course No: GS F223 Course Title: Introduction to Mass Communication Date: 30.05.13 Time: 3 Hrs. Maximum Marks: 40 Weightage: 40% (Answer part A and part B in separate answer sheets) PART A_ Tropoganda. Maniphlaty M Done by presentation Done ly of goodwill, trust and Ans 2 = PR - Yo weate an atmosphere positive image un the market Tools - Radio, Tu, CSR adivities, unternel, phone, digital Ams - Depende on the students choics. Am 4-1) Gratification theory- concerned with selection, reception abld nature of response of audience answar Tamasha - 400 yr old. Story told with help of music i dance the 43) Joshi Committee -affects reate a better unage of women b) making mandals should the authorized to thouadcast proper programmes awareness and charges happening around the world through awareness and charges happening around the world through internet, nobile, Tablets, Computers, TVs ctc.

no 2:) During the 70s +80's Media and computers ventured the homes and telecommuting became spopular. The clivision between homes factory was reduced a people of 1000. PART B wetween home factory was reduced a people started working from home. Ins 3). D'épends un students videas. related to the township of untangable properly mo 4) IP is udeas, leterary and actistic expression utilitation technical or non technical. three types of works: Dinginal literary, musical and artistic woils

2) Cenemato graphic film

Sound recording Desucha on tapes, records

Dubai International Academic City SEMESTER II 2012-2013 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 <u>three</u> 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 <u>in 4 points</u> and will elaborate. (4 marks)

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Dubai International Academic City SEMESTER II 2012-2013 TEST II ANSWER PATTERN

Course No: GS F223 Course Title: Introduction to Mass Communication **Date:24.04.13** Time: 50 minutes Maximum Marks: 20 NOTE: (Answer all questions. Answer all the questions in a sequence.) Ans 1 = 1) Personal lives of Participands
Noy not show what is co 3.) Money at stake An 2 = 1) Chariels create a false feeling of heroism 2) Unrecessary itime Oconsumplies. T 3) Display of seri rude and leductive scenes Ans3 = Agreeing or disagreeing depends conthe students 3 ways to promote Jolk nedia: -* Heisel should promote Jolhmedia. * Mouket unvestorb can help in mesting them. I shoots in schools. Arrs 4= (Depend on students creating) 5=) Exaggeration will create a false 2) Nelle may not be joint just. 3) May Cotter only when public. 4) Commucial organizations also join such TV chamely

which underfes their powel

Dubai International Academic City 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)

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)

Dubai International Academic City
YEAR IV - SEMESTER II 2012-2013
ANSWER PATTERN TEST |

Course No: BITS C214/GSF223Course Title: Introduction to Mass Communication Date: 6.03.13 Time: 20 minutes Maximum Marks: 20 NOTE: (Answer all questions. Answer all the questions in a sequence.) Ans 1 - Mass Com - Group of people gathered. to receive information by- Newspaper etc Mars lin Com refers I caters to the needs and untrests of foor, destress and needy. Ans 2 - Dotatenet has made the world a bery small place. 3) Blogging & microbloggy sites like Witter, Linkdhetc have made comm? fast. 3.) was helped in Globalization thereby creating a lot of you copportuallies 1003 - Libertarian Theory- Individuals/ Citizens are given unporte over the authority of state or country Social Risp. Theory - Hedia has the responsibility problem of Society like poverly, Ans 4- Tabloid and Yellow Journalism: Includes topics clibe murder, politic, Orcket, Bollywood etc Sensational and trivial matters (Irre Righlighted. Ans 5 - Depends on the students areativity

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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 ______FACULTY _____ Fill in the blanks: (9 Marks) 1. Father of Indian factual cinema India's first colour feature film 11. III. Films made by Indians of the diaspora are called _____ IV. The radio programme 'Interpretation of the world around us' can be classified as _____ Apart from Reuters, name on more agency for news exchange V. The Hindi songs and film music industry has the total market share of VI. . _____ 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 _____ Google earns around _____ an hour from search engine IX. advertising.

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

- 1. India's Major Advertiser
- 2. Barsat
- 3. Mother India
- 4. First radio station in pitsburg
- 5. Musical performances on radio
- 6. Times of India group
- 7. Advertising
- 8. AdWord and AdSense

- a. magazine programmes
- b.Cosmopolitan
- c. Contextual Online Advertising
- d. Amity University
- e. Raj Kapoor
- f.Mehbood Khan
- g.1920
- h. AIDCA Formula.

1.	
2.	
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4.	
5.	
6.	
7.	
8.	

Dubai International Academic City YEAR II & IV - SEMESTER II 2013 ANSWER PATTERN 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.)

Fill in the blanks

- 1. Father of Indian factual cinema Harishchandra S. Bhatwadekar
- 2. India's first colour feature film Jhansi ki Rani
- 3. Films made by Indians of the diaspora are called Cross-Over cinema
- 4. The radio programme 'Interpretation of the world around us' can be classified as Documentaries/ radio features
- 5. Apart from Reuters, name on more agency for news exchange AP or AFP or ANI.
- 6. The Hindi songs and film music industry has the total market share of 65 to %.70
- 7. Public Relations aims to build a climate for Goodwill, trust and Brand image in the market.
- 8. Outdoor sites for Out of Home Advertising has its own rules and regulations which come under the control of Local Municipality.
- 9. Google earns around 2 million dollars, an hour from search engine advertising.

II. Match the column.

1.	D
2.	E
3.	F
4.	G
5.	Α
6.	В
7.	Н
8.	Е

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