

Ans-7

VCD 4/10/19 Mass Com SYBA SEM IV EXAM

100 marks 3 hours

N. B:- 1- All questions are compulsory.

2- Figures to the right indicate full marks.

Q1) Explain the following in 2/3 sentences each. (10)

^F
a- freedom of Publication

^M
b- 2-manipulations of messages

3- Hierarchical system

4- Political campaigns

5- Investigative journalism

b- Choose the right answer from the options. (05)

1- Libel and slander are different forms of _____.

a- defamation b- sedition c- piracy

2- _____ has proven to be more democratic medium than newspaper.

a- internet b- radio c- magazine

3- Media act as _____ Watchdog.

a- rural b- public c- project

4- All India Radio is officially known as _____.

a- Akashvani b- akashdarshan c- Doordarshan

5- Journalists perform the primary function of _____.

a- managing b- informing c- warning

C- State whether the statement is true or false. (05)

1- Freedom of press is confined only to newspaper and not to pamphlet, leaflets, and other sort of Publications.

2- Commercialization of Indian television is one of the major reasons for growing consumerism.

3- Writers presents drafts to editors and clients for feedback.

4- Editors approve final versions submitted by staff.

5- Consumer Protection Act 1986 is to redress to consumer grievances.

Q2) a- Discuss the role of films in voicing social problems. (20)

OR

b) 1- What role does Radio play in promoting music? (10)

2- Write about the differences between print and broadcast journalism. (10)

Q3) a- What are the duties of a reporter or correspondent. (20)

OR

b) 1- Write a short note on freedom of expression. (10)

2- What is the difference between television and radio journalism? (10)

Q4) a- What are the advantages and disadvantages of social networking sites. (20)

OR

b) 1- Discuss major types of social media. (10)

2- Explain the role of television in the field of education. (10)

Q5) a- What are the major formats in newspaper? (20)

OR

b- What are the different types for generation of films? (10)

2- Write a short note on technical writer. (10)