

Programme : CCC

Academic year: 2013 – 2014
Subject: Mass Communication
Date: 14.12.2013

Term End Examination
Marks: 70
Time: 11.00 a.m. to 2.00 p.m.

Instructions: _

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Write short notes (Any 2 out of 4)

(Marks: 2X5=10)

- a) Key players in the Indian Media and Entertainment sector.
- b) Media and Press Litigation in India.
- c) Teleconferencing
- d) Concept of Audience

Q.2) Discuss (Any 2 out of 5)

(Marks: 2X5=10)

- a) Mass media
- b) Effects of media on education
- c) Catharsis theory
- d) Scope of content analysis
- e) Impact of recession on media industry

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Elucidate the new dimensions of freedom of speech and expression.
- b) Make comparison of new communication technologies.
- c) Discuss violence in news.
- d) Describe the audiences in various media.
- e) Discuss the impact of information technology on society.

Q.4) Answer both the questions

(Marks: 2X10=20)

- a) Describe the market analysis of the Indian Media and Entertainment.
- b) Describe the steps involved in conducting Relational Analysis.
