

UNIVERSITY PAPER

T.Y.B.M.M

[JOURNALISM]

SEM-VI

MAY -2018

6/1

TYBMM - III sem.

Journalism

May - 2018

Q.P. Code : 34367

(Time : 2½ hours)

[Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are COMPULSORY.
 2. Figures to the right indicate FULL MARKS.

- Q.1** Answer any five from the following in 4-5 sentences (15)
- a) Prenatal Diagnostic Technique
 - b) Coastal Regulation Zone (CRZ)
 - c) Land Acquisition Act
 - d) Kyoto Protocol
 - e) Jan Lokpal Bill
 - f) Police (Reform's) in India
 - g) National Food Security Act 2013.
 - h) CEDAW
 - i) Domestic and Family Violence Act of 2012.
- Q.2** A) Explain the concept of Sustainable Development and what is its need and significance in the recent scenario? (15)
- OR
- B) Describe the Universal Declaration of Human Rights (UDHR). (08)
- C) Write about any two Environmental Movements. (07)
- Q.3** A) Explain in detail the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 (15)
- OR
- B) Evaluate the main provisions of the National Health Policy 2015. (08)
- C) Describe the various issues with reference to AFSPA in North Eastern States (07)
- Q.4** A) Discuss how criminalization of politics and religious fundamentalism is responsible for the growth of Communalism in contemporary India. (15)
- OR
- B) Discuss the various factors leading to Farmer Suicides in India (08)
- C) Describe the role and significance of Special Economic Zone in Maharashtra. (07)
- Q.5** Write short notes on any of the three. (15)
- a) Tribal Rights and Movements
 - b) Right to Information Act
 - c) Development induced Displacement
 - d) Migration and Identity crisis
 - e) Salient Features of the Juvenile Justice (Care and Protection of Children) Act, 2015

Digital
Media

TYBmm - Jour
IV sem April

Q.P. Code: 34941

- 2018

2.5 hrs
N.B.

Marks: 75

night

1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the question in the sequence given in the question paper

1. CASE STUDY:

15

Mrinda has launched a new ad campaign, which aims to highlight the tremendous examination pressure faced by students. The ad is part of PepsiCo India-owned fizzy orange drink's larger initiative, Release the Pressure, under which the company has also partnered with specialty hospital chain Fortis Healthcare to start a student helpline which will offer counseling services.

The new film brings forward the issue of constant comparison by parents which often leads to lower self-esteem among teenagers. Inspired by focused group discussions conducted across the country with students, the film hopes to be a mirror for society and aims to bring attention to students' distress. It features real teenagers and focuses on the issues of parental pressure, and what happens when parents constantly compare their children to peers, neighbours and siblings.

Questions:

- a. As a digital marketer explain what the key advertising objectives to promote this campaign are. 5
 - b. How would you use Facebook as a platform to promote the campaign? 5
 - c. How would you use Twitter as a medium to promote the campaign? 5
2. Answer the following:
- a. Explain the key concepts in Digital Media 8
 - b. What is SEO? Explain SEO Keyword Optimization 7
- OR**
- c. Explain the important 'on-page optimization' techniques? 8
 - d. Write a short note on Principles of Digital Media Marketing. 7
3. Answer the following:
- a. What are Backlinks?, How to Get Backlinks? What is Google Page Rank? How to Increase Page Rank? 8
 - b. Explain advantages of Digital media. 7
- OR**
- c. Explain lead generation through LinkedIn. 8
 - d. Explain the Difference Between Websites and Blogs. Importance of blogs in digital promotion 7
4. Answer the following:
- a. What is Web analytics? Explain any three widely used web analytical tools 8
 - b. What is log file? What is Log file analysis? 7
- OR**
- c. What is website navigation? 8
 - d. What is content writing? Explain the Core Principles of Content Writing Success 7
5. Write short notes on any three of the following: 15
- a. Enumerate various kinds of cyber crimes
 - b. Discuss the Highlights of Information Technology Act 2000
 - c. Explain certain exclusive rights Copyright Act gives the copyright owner
 - d. Cyber ethics
 - e. Digital security

Q.P. Code :34543

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.
N.B: 1. All questions are compulsory.
2. Internal choices are provided.

- Q.1 A) Explain the importance of Article 19 (1) (a) of the Indian Constitution for media in India. 15
 OR
 B) Discuss the importance of RTI Act for media. 15
- Q.2 A) Discuss the law of defamation and the points of defense available for Civil and Criminal Defamation cases with examples. 15
 OR
 B) Explain the provisions of the Official Secrets Act and its importance to media. 08
 C) Explain Advertisers' Influence on media in context of media ethics. 07
- Q.3 A) "Media Ethics in India is always bound in controversies." Discuss the statement in light of: trial by media, paid news and shock value used in journalism. 15
 OR
 B) Explain the importance of Section 124 A of Indian Penal Code with examples. 08
 C) Explain law Section 292 and 293 of Indian Penal Code and its affect on the media. Use example to elaborate. 07
- Q.4 A) Explain the functions, rationale, responsibilities and organizational structure of the Press Council of India. Discuss "punitive powers" of PCI. 15
 OR
 B) State and explain the types of Contempt of Court and its relevance to journalists. Give appropriate examples wherever necessary. 15
- Q.5 Attempt any three of the following: 15
 a) Section 153 A and 153 B of IPC
 b) Press and Registration of Books Act
 c) Working Journalists' Act
 d) Confidentiality of sources
 e) Indian Evidence Act

Global
media

Q. P. Code : 36024

(2½ Hours)

(Total Marks : 75)

- Instructions:** 1. Answer all questions.
2. Figures to the right indicate full marks.

1. Analyse the Global and National and Regional Media coverage of any one of the following [15]
a. Twitter war between Trump and Kim Jon-Un
b. Dalit Agitation in Maharashtra.

2. A. News coverage in the Global Media shows a distinct bias regarding Third World countries. Discuss this statement. [15]

OR

- B. Analyse the recommendations of the NWICO with reference to the MacBride Report. [15]

3. A. Critically examine the state of the media in North Korea. [8]

- B. Would you consider Al-Jazeera as an alternate voice to the Western Media? Give reasons for your point of view. [7]

OR

- A. Briefly discuss the drawbacks of media conglomerates [8]

- B. Discuss the international media's coverage of Taliban [7]

4. A. "In the coverage of natural disasters in Third World countries, the international media focuses more on negative aspects." Discuss this statement [15]

OR

- B. Discuss the challenges faced by the global media while reporting in conflict zones.

5. Write short notes on any three of the following: [15]

- BBC – CNN rivalry
- Media conglomerates
- Development of social media
- Impact of satellites on global communication
- The media in Japan.

TURN OVER

N.B

1. All Questions are compulsory
2. Figures on right indicate marks.

- Q1. Prepare a script for a news channel for 5 to 7 minutes in Audio/Video/Timeline format on **any 1** of the following. (15)
- a. Mirabaichanu –Common Wealth Games gold medal winner in weightlifting
- OR
- b. Akshay kumar on winning National Film Award.
- Q2. A. Prepare a Radio script of 3-5 minutes on **any 1**. (8)
1. Plastic ban imposed by Maharashtra government
- OR
2. Citizens joining in BMC beach clean-up drive in Mumbai
- B. "Community radio is an instrument of power in changing the lives of people in rural India". Explain (7)
- OR
- Q2. C. Prepare an interview for a radio station of 3 to 5 minutes on **any 1**. (8)
1. on Drug Abuse
- OR
2. On Observing traffic rules
- D. Explain the role of CNN as first news broadcasting television channel. (7)
- Q3. A. Does Panel Discussions on news channel manipulates viewers mind? Comment (15)
- OR
- Q3. B. AIR attempts to reach every section of the Indian population through its different programmes. Do you agree with this view? Briefly discuss the nature and content of AIR programmes with examples. (15)
- Q4. A. Discuss the importance of language in Radio news presentation (8)
- B. TV Talk shows have become very popular these days. Do you agree? (7)
- OR
- Q4. C. Media Convergence is converging of distinct technologies into one. How this has changed the news channel or reporters job? (8)
- D. Explain Commercial Broadcasting Service of All India Radio. (7)
- Q5. Write short notes on **ANY 3**. (15)
- a. Breaking News
 - b. News on AIR
 - c. PrasarBharati
 - d. Aaj Tak
 - e. External Service Division

180

200

Business
Magazine

Q.P. Code: 34883

[Time: 2½ Hours]

[Marks: 75]

Please check whether you have got the right question paper.

- N.B: 1. All questions carry equal marks.
2. Figures to the right indicate marks.

- Q. 1 What are the salient features of the Union budget presented in February 2018? (15)
- Q. 2 "Niti Aayog and the Finance Commission are considered to be the steering and wheel of country's economic progress". Discuss. (15)
- OR
- Q. 2 a) Write a detailed note on Jan-Dhan Yojana. (08)
b) Briefly outline the functions of the Reserve Bank of India. (07)
- Q. 3 'Financial dailies and business magazines have taken a leap in the last three decades'. Comment. (15)
- OR
- Q. 3 a) Explain the importance of health magazines. (08)
b) "Environmental journalism has gained significance world wide". Why? (07)
- Q. 4 "Contemporary women magazines are not serious about covering all women related issues" Do you agree? Justify your answer with examples. (15)
- OR
- Q. 4 a) Write a note on Automobile magazines. (08)
b) Discuss the significance of Travel magazine in contemporary times. (07)
- Q. 5 Write short notes on any three. (15)
- i) Sahara Scam
 - ii) SEBI
 - iii) World Bank
 - iv) General Interest Magazines
 - v) Concept of subsidies in the context of Indian economy.

Time : 2Hrs. 30 Mins

Marks : 75

- N.B. 1) Question No.1 is compulsory
2) Figures to the right indicate full marks

Q.1. A. As a marketing head of your newspaper, what measures would you initiate to rescue your publication from persistent losses due to competition from the online media? Chalk out a plan for profitability keeping in mind the financial resources is scarce? 15

OR

Q.1.B. What type of ownership pattern is best suited for today's media organizations? Give reasons for the same. 15

Q.2.A. In what ways can a public relations department help in boosting the image of the news organization? 8

Q.2.B. Explain the role of the editorial department in a newspaper organization. 7

Q.3.A. 'The editorial desk should be free from management's control.' Discuss the importance of this statement with reasoning. 8

Q.3.B. As an HR manager, what are the various aspects that would be looked in to while recruiting media personnel? What would be the qualities the HR would seek in a journalist and a marketing executive? 7

OR

Q.3.C. What impact has online media had on the newspaper and broadcast media industry? 8

Q.3.D. Write in detail the expansion of Sky Network in India. 7

Q.4.A. What are the important features of the Companies Act 2013? 15

OR

Q.4.B. What measures can be taken to reduce the burden of the financial department in a newspaper organization? How important is the role of the Finance department head to keep the costs to a minimum? 15

Q.5. Write Short Notes. (Any 3) 15

1. FDI in print media
2. A case study of Eenadu
3. Network 18
4. Scope of online advertising
5. TAM Ratings & TRS Studies

TURN OVER