

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY-JUNE-2013

Paper Code: BJMC302

Subject: World Media Scenario
(Batch: 2005-2008)

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions. Internal choice is indicated. All questions carry equal marks.

Q1) Attempt any five questions

- Briefly Describe NWICO?
- What do you mean by Barriers to the flow of News?
- How has media scene changed for countries like India?
- Critically Analyze present scenario of media in Developing Countries?
- Discuss colonization of Communication?
- Describe non-aligned new pool?

Q2) what are the reasons for imbalance in the global flow of communication?

Or

As the media grows in strength, so does the nation. How?

Q3) what do means by Barriers to the flow of news?

Or

Comparatively analyze any two TV news-channels.

Q4) The Media constitute a very powerful force in modern society'. Comment.

Or

Media must always be neutral. Is it possible?

Q5) Do you think that UN is playing an important role in funding solutions to the communication problems of the World ?

Or

News -agencies are always unbiased and objective. Do you agree?



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END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY- JUNE 2013

Paper Code: BJMC-304

Subject: Contemporary Media Technology

Time : 3 Hours

Maximum Marks:75

Note:

Write short note on any five of the following:-

(5X3=15)

- I. Satellite
- II. Globalization
- III. V-sat
- IV. Convergent Media
- V. Cable TV
- VI. Digitalization Process
- VII. Blog.



2. Write an overview of Media technology from early days to present times.

OR

(15)

How does media technology influence culture? Also explain how the individual's today are too much interdependent on media technology.

3. Marshall McLuhan is the man who has furnished technological determination theory. Explain his views in the context of the present times.

OR

What is Digitalization? Explain its process and need with suitable examples. (15)

4. How is the technological advancement changing the mode of entertainment? Critically examine its merits and demerits.

OR

(15)

'E-newspaper is a new genre of news world'. Do you think it can replace the print media technology.

5. Discuss:

- a. Future of Media.
- b. Nature and level of Convergence media in entertainment world.

(2X7.5=15)



END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY-JUNE-2013

Paper Code: BJMC302

Subject: Media Organization & Management

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions. Internal choice is indicated.

Q1) Attempts any 5 Questions

- a) What is Media Organization?
- b) Define the Revenue Generation.
- c) Define the Role of Leadership in Media Management.
- d) Discuss the various forms of media organizations.
- e) Define management and explain its functions.
- f) Briefly discuss the various forms of organization structure along with limitation of each.



Q2) what is meant by decentralization of authority? Discuss the advantages and disadvantages.

Or

. What are the sources of recruitment? Explain briefly the merits and demerits of internal and external sources of recruitment.

Q3) how can effectiveness of training be improved?

Or

Q4). What is the importance of leadership in management?

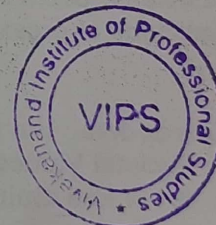
Or

. What is motivation? Describe the nature and types of motivation.

Q5) . Discuss various modern technique of control.

Or

. What are steps involved in establishing a media organization?



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END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY-JUNE 2013

Paper Code: BJMC 304

Subject: Contemporary Issues

Time : 3 Hours

Maximum Marks :75

Note: Attempt five questions. Internal choice is indicated.

Answer all Questions (Short Notes)

Marks: 3x5=15

1. Describe the role of the United Nations.

2. Briefly describe about India's relations with China.

3. How should India as a nation deal with the problem of corruption?

4. In recent times why has cricket become a controversial sport?

5. Is globalization good or bad for a developing nation like India?



OR
6. Critically evaluate the recent changes that are taking place in the field of education in India.

7. Critically evaluate some recent media reports that have highlighted the issue of safety of women in the capital city of Delhi.

Marks: 15

OR
8. What is Naxalism? Describe a recent incidence of Maoist violence in India?

9. How is Indian democracy suffering because of criminalization of politics?

Marks: 15

10. Discuss some media reports that have highlighted the violation of human rights in India.

11. How have political changes in Pakistan over a period of time affected its relations with India?

12. Write Short Notes on any three.

(8x5=15)

Marks: 15

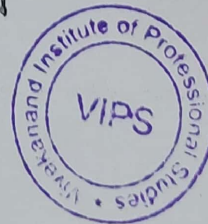
(a). Disinvestment

(b). Urbanization

(c). Retail Industry in India

(d). NAM

(e). SAARC





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END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY- JUNE 2013

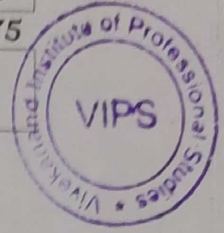
Paper Code: BJMC-306

Subject: Global Media Scenario

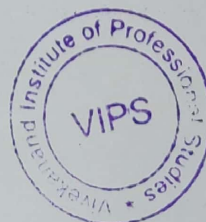
Time : 3 Hours

Maximum Marks:75

Note: Attempt any five questions. All questions carry equal marks.
Q.No.1 is compulsory.



- Q.1 Write short notes on **any three** of the following:
- (i) Convergence of the different media. (5)
 - (ii) Popularity of Facebook in India. (5)
 - (iii) How news is different from information (5)
 - (iv) What are the barriers to the flow of news and information? (5)
- Q.2 "Mythological genre is a hit in India Cinema" Do you agree with this statement? Explain with the help of suitable examples. (15)
- Q.3 What do you understand by the term Democratization of communication? Which communication theory supports this statement? Discuss with the help of suitable examples. (15)
- Q.4 "There is bombardment of information through various media channels and people are unable to choose the correct information because of the availability of the multiple information." Do you agree with this statement? Comment keeping in view the global scenario of media today.(15)
- Q.5 Explain the Macbride commission report in detail. Also comment on its validity and impact. (15)
- Q.6 Hollywood has taken over most of the film Industries of the world but not is the case with our own film industry popularity known as Bollywood. What are the reasons behind the success of bollywood? Why Hollywood is not getting the proper audience in India? Discuss. (15)
- Q.7 Write short notes on **any two** of the following:
- (i) PTI vesus UNI (7.5)
 - (ii) Reality shows in Television (7.5)
 - (iii) Role of UN & UNESCO in bridging the gap between north and south.(7.5)
- Q.8 What do you mean by New Media? Will new media replace the traditional media? Explain this with reference to the needs of youth keeping in mind their career and growth. Also explain how new media can play a significant role in Nation building. (15)



END TERM EXAMINATION

SIXTH SEMESTER [BJ(MC)] MAY-JUNE 2014

Paper Code: BJMC-302

Subject: Media Organization & Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions. Q.No.1 is compulsory.

Q.1 Answer **any five** short questions.

(5X3=15)

- (a) MBO
- (b) Esprit-de-corps
- (c) Autocratic Leadership
- (d) Joint Operation
- (e) FDI in Media
- (f) The Exception Principle
- (g) Types of Attitudes
- (h) Importance of Fund Raising Institutions
- (i) Conflict Management
- (j) Media Conglomerates



Q.2 Some authors say leaders must divide their time in three parts: one for handling finances, another for quality, and a third for relationships. What do you think about? (15)

OR

In which way do you see that new technologies will affect leadership and leaders? (15)

Q.3 Discuss Henry Fayol's principles of management. (15)

OR

Define Management. What role a manager plays in order to maximize the profits. (15)

Q.4 Draw a chart of an electronic media organization and discuss the functioning of the various departments. (15)

OR

Critically analyse the Cross media Ownership. (15)

Q.5 Do you think that a newspaper is sold below its price? Enumerate your answer with suitable examples. Also discuss the various heads of newspaper which enhance the cost of a newspaper. (15)

OR

If you want to run your channel which steps you will have to follow. (15)

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END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY JUNE 2014

Paper Code: BJMC304

Subject: Contemporary Issues

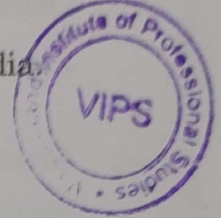
Time : 3 Hours

Maximum Marks :75

Note: Attempt five questions. Internal choice is indicated. All questions carry 15 marks each.

Q1 Answer all questions. (Short notes) (3x5=15)

- What was the vision behind establishing SAARC?
- Discuss the problems caused by rapid urbanization in India.
- Discuss the merits and demerits of disinvestment.
- What was India's role in the evolution of NAM?
- Write short note on foreign direct investment (FDI).



Q2 Discuss India's bilateral relations with Bangladesh and Sri Lanka. (15)

OR

Elucidate the role of India in SAARC.

Q3 'Although India's National sport is hockey, it is cricket that dominates the Indian sports scenario.' In the wake of the given statement, discuss the measures that can be taken to give hockey its due. (15)

OR

Discuss any three significant schemes launched by the government for poverty alleviation in rural India.

Q4 Trace the history of Naxalism in India. (15)

OR

Critically evaluate India as a nuclear power.

Q5 Do you think media can be an effective tool in curbing human rights violations in India? (15)

OR

Do you think that the prevalent gender issues are obstructing India's sustainable development?



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(Please write your Exam Roll No.)

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END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY-JUNE 2014

Paper Code: BJMC306

Subject: Global Media Scenario

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions including Q. No.1 which is compulsory. All questions carry equal marks.

- Q1 Write short notes on **any three** of the following: (5x3=15)
- (a) Contemporary global media scenario
 - (b) MacBride commission
 - (c) Democratization of communication
 - (d) Transnational Media and India
- Q2 Do you see any domination of Transnational New Agencies on Indian Media? Explain your views in this regard. (15)
- Q3 Describe the recommendations of MacBride Commission and its impact on world media. (15)
- Q4 Explain the policies of Global Communication. (15)
- Q5 Do you find any hegemony of International media Mughals on Indian sub-Continent? Explain. (15)
- Q6 How you assess the role of UN & UNESCO in bridging the gap between north and south? Explain. (15)
- Q7 Explain the impact of Global communication on regional cultures. (15)
- Q8 What is NWICO? Explain its duties and responsibilities. (15)



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END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY-JUNE 2015

Paper Code: BJMC-302

Subject: Media Organisation & Management

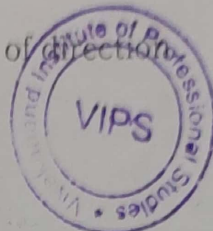
Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Write short notes on **any three** of the following:- (5x3=15)

- (a) Essentials of behavior
- (b) Difference between unity of command and unity of direction
- (c) Relevance of HRM
- (d) Importance of entrepreneurship
- (e) Cross media ownership



Q2 What do you understand by decentralization of authority? Explain with the help of an example. (15)

OR

Motivation or leadership move simultaneously. If yes explain the types of a leadership style in an organization. (15)

Q3 What are the functions of management (Henry Fayol's)? Describe them with the help of an illustration. (15)

OR

Describe the ownership pattern of different organization and explain with the help of example. (15)

Q4 What do you mean by attitude? Explain the correlation between personality, learning and attitude. (15)

OR

Describe the different forms of organizational structure and write their advantages and disadvantages. (15)

Q5 How do you establish a media organization? Explain the steps. (15)

OR

Is there any relevance of FDI in Indian media or not. Comment. (15)



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SIXTH SEMESTER [BJMC] MAY-JUNE 2015

Paper Code: BJMC-304

Subject: Contemporary Issues

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

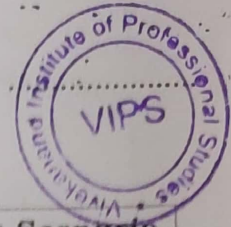
- Q1 Answer all questions (short notes):- (3x5=15)
- (a) Is the IT boom still continuing in India?
- (b) Briefly describe about India's relations with China?
- (c) Does India as a nation encourage sports?
- Q2 Discuss various aspects of India's relations with Pakistan. (15)
- OR**
- India as a nuclear power, Discuss. (15)
- Q3 How has the game of cricket changed over the last few years? Has the game become more of a entertainment now? (15)
- OR**
- How is Indian democracy suffering because of criminalization of politics?(15)
- Q4 What is Naxalism? Describe a recent incident of Maoist violence in India?(15)
- OR**
- What is outsourcing? How have BPOs changed the employment scenario in India? (15)
- Q5 Write short notes on **any three** of the following:- (5x3=15)
- (a) Gender equality
- (b) Terrorism in India
- (c) SAARC
- (d) Disinvestment
- (e) Urbanization

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END TERM EXAMINATION

SIXTH SEMESTER [BJMC] MAY-JUNE 2015

Paper Code: BJMC-306

Subject: Global Media Scenario

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions as directed.

- Q1 "North-South information flow divide is also violation of universal information relation human-rights", comment citing suitable examples of the divide. (15)
- Q2 "Apart from media coverage and unbalanced flow of information, other issues related to computer and satellite use never raised in NWICO" discuss and comment on the success of NWICO objectives. (15)
- Q3 Discuss major issues revised I world summit on the Information society (WSIS) held in Geneva and Tunis and explain UNESCO initiatives to bridge north-south information gap. (15)
- Q4 Do you think the Marshal McLulam's dream of Global village has come true through social networking sites of internet? Give reason for your answer. (15)
- Q5 Critically analyse the Regional Information Co-operation of SAARC countries. Also give reason for the success or failure of regional cooperation. (15)
- Q6 What is Mass Culture? State your observation about the influence of Global media over the indigenous culture of your own country. (15)
- Q7 What are the expected benefits and losses of foreign direct Investment in Print media of India? Explain. (15)
- Q8 "In post globalization era, Indian films have taken a conspicuous space abroad and Hollywood has also made a remarkable entry in Indian theaters "comment and examine foreign influence on Indian films. (15)





योग: कर्मसु कौशलम्
IN PURSUIT OF PERFECTION

VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES - TC

Class Test- March 2022

COURSE: BA (JMC)
SUBJECT: Media Management & Entrepreneurship
PAPER CODE: Media Management - BA(JMC) 302

SEMESTER: SEM 6_AY 2021-22
MAX MARKS: 30 Marks
TIME: 01 Hr - 30 minutes

Part A is compulsory.
Attempt any two questions from Part B

PART A (2 x 5 = 10)

- 1) Organizational Structure of newspapers (CO3 - 5.00) (Cognitive Domain : Understanding)
- 2) Functions of Management (CO1 - 5.00) (Cognitive Domain : Understanding)

PART B (2 x 10 = 20)

- 3) What do you understand by Management? Discuss various management Principles. (CO1 - 10.00) (Cognitive Domain : Understanding)
- 4) Critically analyse the recent trends of ownership pattern in media organisations. (CO4 - 10.00) (Cognitive Domain : Analyzing)
- 5) How FDI has contributed towards media and entertainment industry? Discuss with the help of examples. (CO4 - 10.00) (Cognitive Domain : Analyzing)





योग: कर्मसु कौशलम्
IN PURSUIT OF PERFECTION

COURSE: BA (JMC)
SUBJECT: Global Media: An Overview
PAPER CODE: 304

VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES - TC

CLASS TEST-MARCH 2022

SEMESTER: SEM 6_AY_2021-22
MAX MARKS: 30 Marks
TIME: 01 Hr - 30 minutes



All questions of Part A are compulsory.
Attempt any two from Part B.

PART A (2 x 5 = 10)

All questions are compulsory.

- 1) North-South Divide (CO1 - 5.00) (Cognitive Domain : Understanding)
- 2) Elaborate any one of the transnational news agencies(CO1 - 5.00) (Cognitive Domain : Remembering)

PART B (2 x 10 = 20)

Attempt any two.

- 3) What were the circumstances that led to the setting up of the MacBride Commission? Elaborate key recommendations of the same.(CO2 - 10.00) (Cognitive Domain : Understanding)
- 4) What are the barriers to the flow of global information? Explain with examples.(CO2 - 10.00) (Cognitive Domain : Understanding)
- 5) What is media imperialism? Elaborate the role of multimedia giants in India, paying special attention to media imperialism.(CO3 - 10.00) (Cognitive Domain : Understanding)





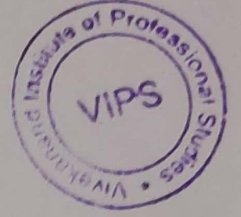
योग: कर्मसु कौशलम्
IN PURSUIT OF PERFECTION

VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES - TC

CLASS TEST - MARCH 2022

COURSE: BA (JMC)
SUBJECT: Environment Communication
PAPER CODE: BA JMC 306

SEMESTER: SEM 6_AY_2021-22
MAX MARKS: 30 Marks
TIME: 01 Hr - 30 minutes



All questions of Part A are compulsory.
Attempt any two questions from Part B

PART A (2 x 5 = 10)

Part A is compulsory

- 1) Scope of Environment Communication.
(CO 1 - 5.00) (Cognitive Domain : Applying)
- 2) What is Ecological Succession and describe its various stages? (CO 3 - 5.00) (Cognitive Domain : Understanding)

PART B (2 x 10 = 20)

Attempt any 2 questions from part B

- 3) Define natural resources. Elaborate on the issues and problems of water resources in the Indian context.
(CO 2 - 10.00) (Cognitive Domain : Applying)
- 4) Discuss the structural and functional aspects of the Ecosystem. Substantiate your answer in the context of forest ecosystem. (Cognitive Domain : Understanding)
- 5) Explain Biodiversity and elaborate on various threats of biodiversity.
(CO 3 - 10.00) (Cognitive Domain : Understanding)

