Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov/Dec– 2017**

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| **Code :** | **17MC2002** | **Duration :** | **3hrs** |
| **Sub. Name :** | **INTRODUCTION TO MEDIA** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Has online news revolutionosed information age? Justify. | CO1 | 10 |
| b. | Illustrate and explain the organizational hierarchy of a newspaper industry. | CO3 | 10 |
| (OR) | | | | |
| 2. | a. | Has internet transformed news distribution among common man? Justify. | CO3 | 10 |
| b. | Elucidate the advantages and disadvantages of political parties owing media companies. | CO4 | 10 |
|  |  |  |  |  |
| 3. | a. | Write a short review of a TV program of your choice. | CO2 | 10 |
|  | b. | Discuss how movies transform a society’s well being with an example. | CO6 | 10 |
| (OR) | | | | |
| 4. | a. | Review any two radio programmes of your choice. | CO5 | 10 |
|  | b. | Newspapers are for elite readers while TV is for less educated. Substantiate your views. | CO4 | 10 |
|  |  |  |  |  |
| 5. | a. | Justify the functions of Face book in promoting Lok Pal Bill. | CO3 | 10 |
|  | b. | How is a YouTube channel created? Give step by step information. | CO2 | 10 |
| (OR) | | | | |
| 6. | a. | Who are the prime users of Social Media? Explain their characteristics. | CO1 | 10 |
|  | b. | In what way Google has led to information seeking behavior among netiens? | CO2 | 10 |
|  |  |  |  |  |
| 7. | a. | Distinguish verbal and non-verbal communication with examples. | CO3 | 10 |
|  | b. | Amplify the different types of communication with examples. | CO4 | 10 |
| (OR) | | | | |
| 8. |  | Write short notes on Sign, Codes, Proxemics, and Kinesis. | CO6 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Who is called the father of Indian Cinema? | CO1 | 2 |
|  | b. | What is a junk mail? | CO1 | 2 |
|  | c. | Give a brief note on Information and Broadcasting Ministry in India. | CO3 | 8 |
|  | d. | Delineate how media helps in shaping a society? Give relevant examples. | CO6 | 8 |

ALL THE BEST