

**S.D.E.**

**M.B.A. Sem-I (2013 Course) : SUMMER - 2019**  
**SUBJECT : NEW TRENDS IN MEDIA AND CULTURE**

**Day** : Tuesday  
**Date** : 14/05/2019

S-2019-5017

**Time** : 10.00 AM TO 1.00 PM  
**Max. Marks** : 70

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**N.B.**

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
  - 2) Figures to the **RIGHT** indicate **FULL** marks.
  - 3) Answers to both sections should be written in **SAME** answer book.
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**SECTION – I**

- Q.1** How can the mass media contribute to social change? Explain. (10)
- Q.2** Give a brief note on social networking sites and its influence on the audience. (10)
- Q.3** What is media bias? Write about the components of bias. (10)
- Q.4** What is the scope of radio in India? Mention its special advantage as a medium of mass communication. (10)
- Q.5** Differentiate between folk culture and popular culture. (10)
- Q.6** Write short notes on (**ANY TWO**) (10)
- i) Media and Social Responsibility
  - ii) Characteristics of Print media.
  - iii) Media Laws

**SECTION – II**

- Q.7** How do films play an important role in our society? Discuss their contribution to culture giving suitable illustrations. (15)
- Q.8** Explain the characteristics of Television media? Do you think censorship is necessary for audio-visual media? Justify your opinion. (15)
- Q.9** 'Media can shape a society's perceptions and attitude.' Do you agree? Explain. (15)

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