

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE V: CENSORSHIP, MEDIA LAW & ETHICS
(MEDIA & ENTERTAINMENT)

Day: **Thursday**
Date: **21/06/2018**

S-2018-4425

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 70

N.B.:

- 1) Attempt any **THREE** questions from Section –I and attempt any **TWO** questions from section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SEPARATE** answer books.

SECTION-I

- Q.1** What is meant by 'Media laws'? Enumerate its various types. (14)
- Q.2** 'Generally the term yellow journalism is used to describe particular style of provocative language'. Outline its history by comparing it with the current scenario. (14)
- Q.3** 'Gagging of the press has been the most widely used tactic by the British in order to contain patriotic fervor'. Comment. (14)
- Q.4** Highlight the role and responsibility of AIR and DD in broadcasting and telecasting. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Objectives of the Drug and Magic Remedies Act, 1954
 - b) Press Council of India II
 - c) Chanda Committee on Media

SECTION-II

- Q.6** As the CEO of an Advertising firm what precautions would you have to take in order to function ethically? (14)
- Q.7** Discuss the code of ethics in public relations under the IPRA. (14)
- Q.8** 'Every citizen enjoys the privilege of access to information'. Discuss the various legal sources of news in India. (14)

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