

S.D.E.

M.B.A. SEM-I (2013 COURSE) : SUMMER - 2018

SUBJECT: NEW TRENDS IN MEDIA & CULTURE

Day: **Wednesday**

Date: **27/06/2018**

S-2018-4380

Time: **10.00 A.M. TO 1.00 P.M.**

Max. Marks: 70

N.B.:

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

SECTION-I

- Q.1** “Media Technology is evolving rapidly in India” Assess the impact of media on culture. (14)
- Q.2** What are the ethical parameters of media? Explain the social responsibility of media. (14)
- Q.3** How Radio is evolved over a period of time? What is its significance and impact on Indian culture? (14)
- Q.4** Indian films are moving from local to global in 21st century. How it is influencing audience? Explain. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Public Relation
 - b) Media Activism
 - c) The characteristics and significance of Events

SECTION - II

- Q.6** Advertising gives reason to buy. Explain the significance of Advertising. How it contributes to media? (14)
- Q.7** Digital media is overtaking all the other media. What are the reasons and significance of Digital media explosion in India. (14)
- Q.8** What is the future of Print media in India? Assess the significance of Print media with other alternative media available in India. (14)

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