

S.D.E.

M.B.A. Sem-I (2013 Course) : WINTER - 2018
SUBJECT : NEW TRENDS IN MEDIA AND CULTURE

Day : Thursday
Date : 06/12/2018

W-2018-4549

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

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 **SEPARATE** answer book.
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SECTION – I

- Q.1** Explain the term ‘Mass Culture’ in brief. (10)
- Q.2** Do the media need code of Ethics? Which are the principal areas that need code of ethics? (10)
- Q.3** How do advertisers and marketing people look at ‘media audiences’? (10)
- Q.4** Do you think Television has changed the Indian Culture? Explain with example. (10)
- Q.5** Why are folk media important in Indian communication? (10)
- Q.6** Write short notes on (**ANY TWO**) (10)
- i) Right to privacy
 - ii) Media Law
 - iii) Media and Social Responsibility

SECTION – II

- Q.7** ‘The Internet and Social media have led to significant changes in the ways we consume and engage with media culture’. Comment. (15)
- Q.8** Write a detailed note on ‘Impact of Cinema on society’ citing suitable examples. (15)
- Q.9** How has the Internet changed practices in Public Relations and Advertising? Explain. (15)

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