

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017

**SUBJECT: ELECTIVE V: CENSORSHIP, MEDIA LAW & ETHICS
(MEDIA & ENTERTAINMENT)**

Day: **Wednesday**
Date: **27/12/2017**

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

W-2017-4234

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) Answer to both the **SECTION** should be written in **SEPARATE** answer books.

SECTION-I

- Q.1** 'Media laws are set up under the broad heading 'civil' and 'criminal'. Discuss the branches. (14)
- Q.2** Why is yellow journalism described as irresponsible? Explain with illustrations. (14)
- Q.3** Discuss the role of the 'Ombudsman' in Electronic Media Laws. (14)
- Q.4** Discuss the formation of the Press Council of Indian and highlight its structure and functions. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Subject matter under the Copyright Act, 1957
 - b) AINEC code of Ethics
 - c) DAVP's code of Advertising

SECTION-II

- Q.6** "The Constitution of India guarantees 'Freedom of Expression', but places certain restrictions on content". Discuss with respect to Censorship in India. (14)
- Q.7** 'Source protection is vital in the news world'. Justify. (14)
- Q.8** As a journalist how would you interpret professionalism in media? Give illustration. (14)

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