

S.D.E.

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

SUBJECT: NEW TRENDS IN MEDIA & CULTURE

Day: **Wednesday**

Date: **20/12/2017**

W-2017-4189

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.
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SECTION-I

- Q.1** What is the impact of media on culture? Justify your answer with suitable examples. (14)
- Q.2** What social responsibility media has to adhere? Explain the ethical parameters of media. (14)
- Q.3** What is the significance of Print Media? Explain the characteristics of Print media and its impact on Indian culture. (14)
- Q.4** Television has become powerful medium in influencing culture? How it is influencing Indian audience? (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Media Literacy
 - b) Digital media
 - c) Public Relation

SECTION - II

- Q.6** Bahubali 2 is creating new record in Indian film Industry. Critically evaluate the reaction from consumers. (14)
- Q.7** Advertising is an investment or an expenditure. Justify your answer with logical reasoning. (14)
- Q.8** What is the significance of events? Comment on any important event happened in last one year and its contributions to media and culture. (14)

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