

M.D.C. (Sem.-IV) Examination
508 Communication Perspective-IV
May-2017

Time : 3 Hours]

[Max. Marks : 70

Q.1 Answer the following questions of any one in brief. (7)

(A) According to you what are the parameters of media credibility? Explain with example.

OR

(A) How to practice 'Media ethics' as a media professional? Explain

(B) Write Short Notes. (Any Two) (4)

1. Gandhi & Journalistic ethics
2. Role of Press Council
3. Difference between Law and Ethics in the context of media.

(C) Write answers in one or two sentences for the following questions. (3)

1. What is the tagline of Doordarshan?
2. Which day is the world press freedom day?
3. 'Journalism of courage' is a tagline of which paper?

Q.2 Answer the following questions of any one in brief. (7)

(A) Explain different parts of computer with important output device, different types of networking and explain topology.

OR

(A) Explain impact of New communication technology on day to day life of public also explain impact of new communication technology on print, audio and visual media.

(B) Write Short Note. (Any Two) (4)

1. Local Area Network
2. Hardware of Computer
3. Utilities of Internet

(C) Write answers in one or two sentence for the following questions. (3)

1. Difference between CDMA & GSM technology.
2. Impact of social media on women, children and general public.
3. What is GPS ?

Q.3 Answer the following questions for any one in brief. (7)

(A) What is optical fiber? Discuss the structure of optical fiber. Give examples of its application.

OR

(A) Explain mobile technology & its history.

(B) Write Short Note. (Any Two) (4)

1. Ku Band
2. Advantages of DTH
3. Transponder

(C) Write answers in one or two sentence of the following questions. (3)

1. What is the full-form of PDA?
2. What is 'C' band frequency ?
3. What is GSM technology?

Q.4 Answer the following questions for any one in brief. (7)

(A) Portrayal of women in Indian television advertisements. Share your views.

OR

(A) 'Media should be vigilant in the matter of religion' – Explain in details.

(B) Write Short Note. (Any Two) (4)

1. Child labor & role of media
2. Media as a tool for awareness in women rights.
3. Explain LPG

(C) Write answers in one or two sentence for the following questions. (Share your views) (3)

1. Media play vital role to increase education – Agree or disagree. Give the reason
2. Mass media don't give much importance in poverty eradication? Give the reason
3. Should proper communication require research? – Give your views

Q.5 Answer the following questions for any one in brief. (7)

(A) Content analysis of TV entertainment content in the context of the gender justice.

OR

(A) Portrayal of women in Soap Operas - Discuss.

(B) Write Short Note. (Any Two) (4)

1. Roles & requirements of children films
2. Film review of women centric hindi film
3. Reality shows of TV for the children and by the children.

(C) Write answers in one or two sentence for the following questions. (3)

1. "Who's news" edited by whom?
2. When children film society is established in India?
3. Who is the founder of Darpana Academy ?