

Q.1 Answer any ONE question**(14)**

(A) Describe the complexity of poverty in India. How can it be reduced? Give your views

OR

(A) What is the role of agriculture in Indian Economy and how can it be strengthened. Give some facts, examples and figures.

(B) Short Note (any two)**(4)**

1. Enlist the highlights of Interim Budget 2019
2. What are the salient features of Ayushman Bharat Yojana?
3. What is NABARD? What is its main role?

Q.2 Answer any ONE question**(14)**

(A) Explain Globalization and its effects on India. Give examples of socio – economic changes brought about by Globalization.

OR

Discuss the main characteristics of Indian Economy in the last three decades.

(B) Short Note (any two)**(4)**

1. Explain Organized and Unorganized sectors with examples
2. What does financial inclusion mean? Explain with examples of some government schemes
3. Rani – ni – Vav of Patan

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M.D.C. (Sem.-2) Examination

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Communication Perspective

Time : 2-30 Hours]

March 2019

[Max. Marks : 70

Q.1 Answer any ONE question**(14)**

- (A) Explain - 'Indian Press before and after Independence shows different trends in Journalism'

OR

- (A) Discuss in detail – From Government not enthusiastic about welcoming Television to a mass medium that all households want, Television has a very interesting journey in India

(B) Short Note (any two)**(4)**

1. Write about any two alternate media and their role in social awareness
2. Describe the need of Information Dissemination for development
3. Digital media and election campaigns

Q.2 Answer any ONE question**(14)**

- (A) Discuss – From the beginning, films has played an impressive role in bringing social awareness about current issues. Give examples of a few movies from the history of Indian Cinema and write in detail

OR

- (A) Write about a brief history of Indian Broadcasting and explain the different formats of radio programming

(B) Short Note (any two)**(4)**

1. DD's special audience programmes
2. 'Fake News is a big challenge for today's media' – Give your views
3. What is Prasar Bharti? Who is the chairman of Prasar Bharti?

Q.1 Answer any ONE question**(14)**

(A) Discuss Sampling in detail using examples

OR

(A) Discuss scales / measurement in detail using examples

(B) Answer any FOUR of the following**(4)**

1. _____ is the most refined among the scales
2. _____ interviews are easy to replicate
3. Social classes in a country form an example of _____ scale
4. What does a null hypothesis suggest?
5. What does APA stand for?

Q.2 Answer any ONE question**(14)**

(A) Write a detailed note on the survey method

OR

(A) Write a detailed note on the interviewing method

(B) Short Note (any two)**(4)**

1. Feedback or Evaluation Research
2. Experiment
3. Pre-testing

M.D.C. (Sem.-2) Examination

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Media Skills-2

April 2019

Time : 2-30 Hours]

[Max. Marks : 70]

Q.1 Answer any ONE question**(14)**

(A) Explain different types of emotional appeals. Elaborate any two with examples

OR

(A) What is the definition of Advertising? Highlight its main points with examples

(B) Short Note (any two)**(4)**

1. What do the rational advertisements inform the consumer?
2. Write two lines on geographic coverage
3. What are 'curves' in creative visualization?

Q.2 Answer any ONE question**(14)**

(A) Explain the role of advertising with its objectives

OR

(A) Give the definition of public relation. How would you distinguish it from advertising?

(B) Answer the following**(4)**

1. Name any 3 moral / social appeals in India
2. Give the full form of IMC
3. What does Outdoor Media include?
4. _____ production is possible when there is large scale of consumption of goods

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