

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Summer 2017 – 18 Examination

Semester: 1
Subject Code: 15103102
Subject Name: Mass Media and Society

Date: 30/05/2018
Time: 10:30am o 1:00pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. Society is always right.
(a) True (b) False
(c) rarely (d) Never
2. Grievance is
(a) Unhappiness (b) complain
(c) trouble (d) all of the above
3. Who is always right?
(a) society (b) Media
(c) Both a and b (d) None of the above
4. Can media be bias?
(a) yes (b) no
(c) Rarely (d) always
5. What helps a reporter in a city to find news better?
(a) local language (b) foreign language
(c) Hindi (d) English
6. What is the fourth pillar of democracy?
(a) society (b) Media
(c) Government (d) None of the above
7. Can media help in building a good nation?
(a) Yes (b) No
(c) Both A and B (d) None of the above
8. Media can openly report about national defense strategies in our country.
(a) True (b) False
(c) Not sure (d) None of the above
9. Media has the right to report against unethical practices of the society
(a) always (b) never
(c) Rarely (d) None of the above
10. Non- Biased journalism can also be called
(a) real journalism (b) Black Journalism
(c) Yellow journalism (d) sensationalism
11. A political leader has to follow laws
(a) yes (b) no
(c) Rarely (d) sometimes
12. A political leader can be punished if he does not follow law
(a) yes (b) no
(c) Rarely (d) sometimes
13. Is bribe acceptable by Media Ethics?
(a) Yes (b) No
(c) Rarely (d) Sometimes

14. Social media is a part of print media.
(a) True (b) False
(c) Partly (d) None of the above
15. Domestic Violence is caused due to
(a) society (b) Media
(c) Government (d) None of the above
16. Responsible reportage by media can lead to
(a) A responsible society (b) A good nation
(c) An effective Government (d) all of the above

B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark) (07)

1. Explain Yellow Journalism
2. Explain media ethics.
3. Explain Responsibilities of media.
4. How can media help in development of good nation?
5. How can media help in progress of society?
6. What are the four pillars of democracy?
7. How should media treat sensitive issues of the society?

Q.2 Answer the following.

- A. Explain 'open minded society'. (04)
- B. Explain 'awakened civilian'. (04)
- C. How is a grievance free society better? (04)

OR

- C. Explain the construction of an Indian society. (04)

Q.3 Answer the following.

- A. What are the civilians fundamental duties being a part of the society? (05)
- B. What are the consequences of a journalist being biased? (05)
- C. Explain the importance of sociology in mass communication. (05)

OR

- C. How is marriage an important social Institution? (05)

Q.4 Answer the following in detail.

- A. Explain the basic institutions of the society. (06)
- B. A scandal of corruption is going on in the present state elections. What should a journalist do? (06)
- C. Explain in detail how is society more responsible than a nation? (06)

OR

- C. Write a report on a folk dance cultural event being celebrated in your village. (06)