

Seat No: \_\_\_\_\_

Enrollment No: \_\_\_\_\_

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**B.A , Winter 2017 – 18 Examination**

**Semester: 1**

**Subject Code: 15103102**

**Subject Name: Mass Media and Society**

**Date: 21/12/2017**

**Time: 10:30am to 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- Social media is part of print media...

(1) True (2) false

(3) never (4) none of above

2- News reporter can enter in quarrel while reporting for same..

(1) True (2) false

(3) Depends upon situation (4) must

3- media can stop the society If society is doing something good

(1) True (2) false

(3) never (4) none of above

4- Can society stop the media If media is doing something good?

(1) yes (2) no

(3) sometimes (4) none of above

5- Media can take law in hand if required ?

(1) media can (2) media can't

(3) always (4) sometimes

6- Society is always right...

(1) true (2) false

(3) sometimes right (4) never

7 – who plays major part to build good nation?

(1) Media (2) leaders

(3) politics (4) society

8 –grievance is not..

(1) unhappiness(2) complain

(3) trouble(4) Happiness

9- The most and more responsible in nation is..

(1) media (2) society

(3) media and society both (4) none of 1,2 and 3

10- Media can be bias...

(1) True (2) false

(3) should not (4) must

11- Who is always wrong?

(1) society (2) media

(3) police (4) none of above

12- Society is responsible for none violence

(1) true (2) false

(3) Media is responsible (4) none of above

13- when journalist is non bias, the journalism he is doing is...

(1) Real journalism (2) Black journalism

(3) social journalism (4) yellow journalism

14- Can a civilian interfere in domestic violence?

(1) yes (2) no

(3) Depends upon situation (4) none of above

15- There are do's and don'ts for political leader too..

(1) True (2) False

(3) Depends upon situation (4) none of above

16- There are do's and don'ts for political party too..

(1) True (2) False

(3) Depends upon situation (4) none of above

**B. Short question-answers (Each of 01 mark)**

**(07)**

1 Explain responsible society

2 What are the unethical practices of society?

- 3 What are the unethical practices of media?
- 4 Give definition of ethics of society
- 5 Explain responsibilities of media?
- 6 Why should media stop the society if society loses its ethics?
- 7 Why should society stop the media if media loses its ethics?

**Q.2 Answer the following.**

- 1 'Civilian should be awaken' explain with example (04)
- 2 Which society is 'open minded society'? Give example (04)
- 3 How a society is much better of there is no grievance in it? (04)

**OR**

- 3 What effects are there if journalist is bias? (04)

**Q.3 Answer the following.**

1. Good soul is necessary value of society, how it effects to the people and nation? (05)
2. As a part of society what are the civilian's fundamental duties to media? (05)
3. Explain the term biasness: how it is related with media? (05)

**OR**

3. What is yellow journalism? Give an example. (05)

**Q.4 Answer the following.**

1. A news reporter is reporting political movement, police is dominating the political leaders, than what should journalist do? Why? (06)
2. Explain in detail: how society is more responsible in nation? (06)
3. Write a report on an cultural event of folk dance-music of your place. (06)

**OR**

3. Write a report about effects of local elections on economy of city. (06)