

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Winter 2017 – 18 Examination

Semester: 1
Subject Code: 15103103
Subject Name: Introduction to Mass Media

Date: 09/12/2017
Time: 10:30 am to 1:00 pm
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. Who is always right?
(a) society (b) media
(c) police (d) none of above
2. Society is responsible for violence
(a) true (b) false
(c) Media is responsible (d) none of above
3. When journalist is bias, journalism he is doing is...
(a) Real journalism (b) Black journalism
(c) social journalism (d) yellow journalism
4. Can a journalist interfere in domestic violence?
(a) yes (b) no
(c) Depends upon situation (d) none of above
5. There are do's and don'ts for media too.
(a) True (b) False
(c) Depends upon situation (d) none of above
6. There are do's and don'ts for society too.
(a) True (b) False
(c) Depends upon situation (d) none of above
7. Find good nation builder?
(a) Media (b) leaders
(c) politics (d) society
8. Grievance is
(a) unfaithfulness (b) complain
(c) Sadness (d) Happiness
9. The most and more responsible in nation is
(a) media (b) society
(c) media and society both (d) none of 1,2 and 3
10. Media cannot be bias...
(a) True (b) false
(c) should not (d) must
11. Social media is part of digital media
(a) True (b) false
(c) never (d) none of above
12. News reporter can't enter in quarrel while reporting for same.
(a) True (b) false
(c) Depends upon situation (d) must
13. media can't correct the society If society is doing something wrong
(a) True (b) false
(c) never (d) none of above
14. Can society correct the media? If media is doing something wrong?
(a) True (b) false
(c) never (d) none of above

15. Media can't do wrong practice?
(a) media can do (b) true
(c) always (d) sometimes

16. Society is always wrong.
(a) true (b) false
(c) sometimes right (d) never

B. Short question-answer. (Each of 01 mark)

(07)

1. Explain responsibilities of society.
2. What are the ethics of society?
3. What are the ethics of media?
4. Give definition of society.
5. Explain responsibilities of media.
6. What should media do if society loses its ethics?
7. What should society do if media loses its ethics?

Q.2 Answer the following.

A. 'Civilian should be awakened.' Explain the term.

(04)

B. Explain: 'open minded society' is elite to the nation.

(04)

C. How grievance is related to a society?

(04)

OR

C. Why journalist should be awakened?

(04)

Q.3 Answer the following.

A. Explain the term Awareness of Law. How it is related with society?

(05)

B. Good soul is necessary for media and society, how it effects to the people and nation?

(05)

C. As a part of society what are the Journalist's fundamentals for working in journalism?

(05)

OR

C. Explain yellow journalism.

(05)

Q.4 Answer in detail.

A. A news reporter is reporting domestic violence, no person from society is entering into it, then what should journalist do? Why?

(06)

B. Explain in detail: how media and society both are equally responsible in nation?

(06)

C. Write a report on an accident.

(06)

OR

C. Write a report on upcoming elections in Gujarat or in your country.

(06)