

**FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024****MAJOR****JOU1CJ101 UNDERSTANDING MASS MEDIA**

Time : 2 Hrs

Maximum Marks : 70

BL : Bloom's Taxonomy Level (1 to 6)

CO : Course Outcome

Section A		Ceiling Marks : 24		
Answer all questions. Each carries 3 marks.				
No.	Question	M	BL	CO
1.	What is the main difference between FM and AM radio?	3	2	CO2
2.	Define the term "digital age."	3	1	CO1 CO2 CO3 CO4 CO5
3.	What is the role of newspapers in democracy?	3	4	CO1 CO2 CO3 CO4 CO5
4.	Define the Big Picture in media.	3	1	CO1 CO2 CO3 CO4 CO5
5.	Describe the role of social media in digital advertising.	3	2	CO1 CO2 CO3 CO4 CO5
6.	Define social media.	3	2	CO1 CO2 CO3 CO4 CO5
7.	What is the role of media in shaping our understanding of history?	3	3	CO1 CO2 CO3 CO4 CO5
8.	Discuss media usage differences.	3	2	CO1 CO2 CO3 CO4 CO5
9.	What is conglomeration in media?	3	4	CO1 CO2 CO3 CO4 CO5

10.	Define SEO.	3	5	CO1 CO2 CO3 CO4 CO5 CO6
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**Section B**  
Answer all questions. Each question carries 6 marks.

Ceiling Marks : 36

No.	Question	M	BL	CO
11.	Explain the role of radio in shaping public opinion during significant historical events, and how it compares to other forms of mass media.	6	1	CO1
12.	Interpret the creativity factor in New Media.	6	3	CO1
13.	Describe the diversity of content in television.	6	2	CO1 CO2 CO3 CO4 CO5
14.	Describe how digital platforms create new advertising strategies.	6	4	CO1 CO2 CO3 CO4 CO5
15.	Analyze the concept of the media triangle.	6	2	CO1 CO2 CO3 CO4 CO5
16.	Analyze the role of media in shaping public perception.	6	4	CO1 CO2 CO3 CO4 CO5
17.	Describe how AI is used in digital marketing and advertising within the media industry.	6	2	CO5
18.	Describe the role of digital technology in driving media convergence. How has the ability to integrate multiple forms of media (text, video, audio) on a single platform changed the media landscape, and what are some of the challenges it poses for content creators?	6	3	CO5

**Section C**  
Answer any 1 question. Each carries 10 marks. (1x10=10 marks)

No.	Question	M	BL	CO
19.	Discuss the ways in which podcasts can serve as platforms for marginalized voices and communities, and the impact this has on public discourse.	10	4	CO2
20.	Evaluate the effects of media surveillance on privacy	10	5	CO1 CO2 CO3 CO4 CO5 CO6

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