QP CODE: D1BJM2402

Name: .....
Reg.No.: .....

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024

MINOR

JOU1MN104 MASS MEDIA ESSENTIALS

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.	Define communication in your own words.	3	1	CO1 CO2 CO3 CO4 CO5
2.	What is Encoding?	3	2	CO1 CO2 CO3 CO4 CO5
3.	What are the primary characteristics of print media?	3	1	CO1 CO2 CO3 CO4 CO5
4.	Describe the advantages and disadvantages of streaming services.	3	2	CO1 CO2 CO3 CO4 CO5
5.	Assess the potential negative effects of social media	3	4	CO1 CO2 CO3 CO4 CO5
6.	What is Operation West End ?	3	1	CO2 CO3 CO4 CO5
7.	What is Editorial Policy of a newspaper?	3	1	CO3 CO4 CO5
8.	Evaluate importance of objectivity and accuracy in editing	3	2	CO3 CO4 CO5
9.	Briefly explain any two pagination softwares.	3	1	CO3 CO4 CO5
10.	Identify common photo editing techniques.	3	2	CO3 CO4 CO5

Section B

Ceiling Marks : 36

Answer all questions. Each question carries 6 marks.

No.	Question	M	BL	CO
11.	How can effective communication be used to resolve conflicts in a team?	6	3	CO1 CO2 CO3 CO4 CO5
12.	Compare interpersonal and group communication.	6	2	CO1 CO2 CO3 CO4 CO5
13.	Discuss the ethical implications of mass communication.	6	4	CO1 CO2 CO3 CO4 CO5
14.	Compare and contrast the characteristics of print and digital media.	6	2	CO1 CO2 CO3 CO4 CO5
15.	Explain the role of photographs in journalism.	6	2	CO2 CO3 CO4 CO5
16.	Analyze the role of citizen journalism in news reporting.	6	3	CO2 CO3 CO4 CO5
17.	The editor is liable for any factual errors in published news articles.Elucidate	6	4	CO3 CO4 CO5
18.	Discuss the importance of typography in journalism.	6	3	CO3 CO4 CO5

Section C

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

No.	Question	M	BL	CO
19.	Critically analyze the advantages of different mass medium for mass communication.	10	4	CO1 CO2 CO3 CO4 CO5
20.	Analyze the impact of social media on news consumption.	10	3	CO2 CO3 CO4 CO5

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