

FIRST SEMESTER BA FYUGP EXAMINATION NOVEMBER 2025**(Regular/Improvement/Supplementary)****JOURNALISM & MASS COMMUNICATION****MAJOR****JOU1CJ101: UNDERSTANDING MASS MEDIA****Time: 2 Hrs.****Maximum Marks: 70**

M: Mark BL: Bloom's Taxonomy Level (1 to 6) CO: Course Outcome

Section A: Answer all questions. Each carries 3 marks.**Ceiling: 24 Marks**

No.	Question	M	B L	CO
1.	How does the media influence public opinion through agenda-setting?	3	2	CO1
2.	Write a short note on FM channels in India.	3	2	CO2
3.	Briefly explain the role of Radio Jockey.	3	2	CO2
4.	Define advertising.	3	1	CO1 CO2 CO3 CO4 CO5
5.	What is third-person effect?	3	1	CO1 CO2 CO3 CO4 CO5
6.	What is propaganda?	3	2	CO1 CO2 CO3 CO4 CO5
7.	Define media merger.	3	2	CO1 CO2 CO3 CO4 CO5
8.	Comment on selective exposure.	3	4	CO1 CO2 CO3 CO4 CO5
9.	Name one company heavily investing in the development of the metaverse.	3	2	CO5
10.	How do algorithms contribute to the creation of filter bubbles on social media?	3	3	CO5

Section B: Answer all questions. Each carries 6 marks.**Ceiling: 36 Marks**

No.	Question	M	B L	CO
11.	How does the format and structure of a podcast impact the hosting style compared to traditional radio?	6	2	CO2
12.	Outline the evolution of print media in India.	6	1	CO1 CO2 CO3 CO4 CO5
13.	Explain the importance of Indian advertising campaigns.	6	4	CO1 CO2 CO3 CO4 CO5
14.	Discuss the influence of media literacy in reducing stereotypes.	6	4	CO1 CO2 CO3 CO4 CO5
15.	Describe how conglomeration shapes media offerings.	6	4	CO1 CO2 CO3 CO4 CO5
16.	Discuss the potential benefits and drawbacks of cross-promotion in marketing. How does cross-promotion affect brand perception and customer loyalty, and what considerations should companies keep in mind when engaging in cross-promotional efforts?	6	3	CO5
17.	Explain the impact of netiquette on online communication.	6	4	CO1 CO2 CO3 CO5 CO6
18.	Analyze the impact of online media on education and learning.	6	5	CO1 CO2 CO3 CO4 CO5

Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 marks)

No.	Question	M	B L	CO
19.	What are the advantages and disadvantages of newspapers in comparison with other forms of media?	10	3	CO1
20.	Critically analyze the impact of social media on mental health.	10	6	CO1 CO2 CO3 CO4 CO5