

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER/NOVEMBER 2018**SEMESTER – 5: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U5CRBBA19: PRINT MEDIA AND BROADCAST***(For Regular - 2016 admission)*

Time: Three Hours

Max. Marks: 75

PART A*Answer all questions. Each question carries 1 mark.*

1. Times of India
2. Promos
3. Talk Show
4. Bengal Gazette
5. *Jnananikshepam*
6. James Augustus Hickey

(1 x 6 = 6)

PART B*Answer any seven questions. Each question carries 2 mark.*

7. What is Symbolic communication?
8. Explain the influence of mass media on society.
9. Trace the role of Indian Press in national movement.
10. Write short note on Women oriented special feature.
11. Distinguish between traditional and new media technology.
12. Trace the role of 'Facebook' as a tool of political communication.
13. Write short note on the role of recreational communication in the ancient society.
14. Write short note on Human interest Report.
15. Explain briefly the need for Investigative journalism.
16. Write brief note on Media Monopoly.

(2 x 7 = 14)

PART C*Answer any five questions. Each question carries 5 marks.*

17. Did the Serampore Missionaries contribute to the growth of Indian journalism. Evaluate the role of missionaries in Indian journalism.
18. Differentiate between the role of TV and radio in social development.
19. The trends of journalism set by Raja Rammohan Roy influenced the reformist movement in India.
– Explain
20. Write review on a recent film that has left a mark on your mind.

21. Trace out the ethical issues of media in global scenario.
22. Explain the function of journalism as the watchdog of democracy.
23. Write short note on The Hindu Patriot.
24. Write an essay on the canons of journalism and its relevance today. (5 x 5 = 25)

PART D

*Answer **any two** questions. Each question carries **15** marks.*

25. What were the measures taken by the British Government to control the press in India? Discuss.
26. Enumerate the contribution of Indian Television in spreading the message of socio-economic development in post – independent India.
27. What are the basic things that a reporter needs to keep in mind while filling a report on communal riot? Briefly discuss.
28. Do you think yellow journalism overrules such code of Journalistic ethics? Explain with examples. (15 x 2 = 30)
