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

BBA DEGREE END SEMESTER EXAMINATION - OCTOBER 2019
SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U5CRBBA19 : PRINT MEDIA AND BROADCAST
(For Regular - 2017 Admission and Improvement & Supplementary - 2016 Admission)

Time : Three Hours   Max. Marks: 75

Section A
Answer All questions (1 marks each)

1.   What Gutenburg press contributed?
2.   What is Nung Shu?
3.   What is HD radio?
4.   What is Cathode Ray Tube does for television?
5.   How can media influence society, give two examples?
6.   How content reuse across media?

(1 x 6 = 6)

Section B
Answer any 7 (2 marks each)

7.   Discuss National Telecommunications Policy of 1994.
8.   Briefly explain the different forms of communication.
9.   What is community radio?
10.   Explain the different commercial broadcasting and FM radio channels.
11.   What is "Google Chromecast"?
12.   How "teleclubs"were established and they helped to develop Indian television?
13.   What is the job of media psychologist?
14.   How society gets influenced by media culture?
15.   What is storytelling in cross media?
16.   What is media monopoly?

(2 x 7 = 14)

Section C
Answer any 5 (5 marks each)

17.   Give a note of Gutenberg's contribution in printing and press.
18.   Discuss community radio and its contribution in India's social development.
19.   How radio helps in community development? Discuss with examples.
20.   How does mechanical television works? Discuss in detail with example.
21.   How does colour television works? Discuss in detail with example.
22.   Discuss politician's influence in media economy in detail.
23.   Discuss in detail with example social media effect on Indian economy.
24.   Discuss the global issues in mass communication.   (5 x 5 = 25)

Section D
Answer any 2 (15 marks each)

25. Give a detail note on radio history in India.

26. Discuss mechanical and electronic and colour television history with appropriate examples.

27. Media has become a boon for economic system of the society. Discuss

28. Discuss "powerful corporations also have enormous influence on mainstream media" justify your view with example.

(15 x 2 = 30)