

**B B A DEGREE END SEMESTER EXAMINATION – OCT. 2020 : JANUARY 2021****SEMESTER 5: INTEGRATED MARKETING AND NEW MEDIA****COURSE: 16U5CRBBA19: PRINT MEDIA AND BROADCAST***(Common for Regular 2018; Improvement /Supplementary 2017 /2016 Admissions)*

Time: Three Hours

Max. Marks: 75

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

1. What is The Diamond sutra?
2. Discuss contribution of postal system in publishing in India.
3. What is the importance of “Mercury Coherer” in radio?
4. Explain the importance of UNESCO in India television.
5. Explain the importance of media as a social institution.
6. How Global conglomeration works in media? (1 x 6 = 6)

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

7. Give five examples of early published magazines.
8. Discuss contribution media in the following social issues:
  - a. The campaign against dowry deaths
  - b. LGBT Movement
9. Discuss influence of “Axis sally “ in radio propoganda.
10. What is *Akashvani* awards, which field it's given?
11. Discuss Broadcasting Corporation of India.
12. What CAGR (compound annual growth rate) in television as a media?
13. Does a social platform influence consumerism? Describe.
14. Discuss the influence of media and socialization.
15. How media mix affects cross media marketing?
16. Discuss two strengths of media conglomeration. (2 x 7 = 14)

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

17. Discuss in detail any four oldest publications of the world.
18. Describe with example use of radio by Nazi Germany during WW-II.
19. How decentralization happened in the India radio? How it impacted radio commercials?
20. Give a detailed noted on India television history.

21. Describe in detail SITE-satellite and cable television in India.
22. How does media affect socializations? Is emergence of social media and revolution in media marketing? Discuss in detail.
23. Describe in detail about market dynamics and recent development on media investment.
24. Discuss in detail global issues in mass communication and media.

(5 x 5 =25)

**PART - D**

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

25. Discuss radio effect in WW-I and WW-II. How radio creates awareness and impact social groups.
26. Discuss Indian television history with appropriate examples.
27. Discuss media representation in Indian cultural perspective. Use appropriate examples.
28. Discuss success of any 3 international media houses with examples.

(15 x 2 =30)

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