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| **University of Kerala** | | |
| Discipline: Journalism and Mass Communication |  | Time: 2 Hours (120 Mins.) |
| Course Code: UK1 DSCJMC101 |  | Total Marks: 56 |
| Course Title: Mass Media in India |  |  |
| Type of Course: Minor II |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 4, Theory: 4 Credit, Practical: 0 Credit |  |  |

Part A. 6 Marks. Time: 5 Minutes

Objective Type. 1 Mark Each. Answer All Questions

(Cognitive Level: Remember/Understand)

|  |  |  |  |
| --- | --- | --- | --- |
| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 1 | First private FM radio station in Malayalam | Remember | CO-1 |
| 2 | First online newspaper in Malayalam language | Remember | CO-1 |
| 3 | The first controller of Broadcasting in India | Remember | CO-1 |
| 4 | The first college magazine in Kerala. | Remember | CO-1 |
| 5 | The chairman of first press commission in India. | Remember | CO-1 |
| 6 | The year in which Doordarshan was started | Remember | CO-1 |

Part B. 10 Marks. Time: 20 Minutes

Two-Three sentences. 2 Marks Each. Answer any 5 questions

(Cognitive Level: Understand/Apply)

|  |  |  |  |
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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 7 | Trace the role of Herman Gundert in Malayalam Language Printing. | Understand | CO-1 |
| 8 | What was the role of Chanda Committee in History of Indian Journalism? | Understand | CO-1 |
| 9 | How the (BARC) does influences advertising strategies? | Apply | CO-3 |
| 10 | Explain the role of RNI in Newspaper Industry in India. | Apply | CO-3 |
| 11 | What are the duties of mechanical department in newspaper organization? | Apply | CO-3 |

Part C. 16 Marks. Time: 35 Minutes

Short Answer. 4 Marks Each. Answer any 4 questions.

(Cognitive Level: Apply/Analyse)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 12.A | Analyse the key factors contributing to Asianet's success in the Indian television market, | Analyze | CO-2 |
|  | OR |
| 12.B | Analyze the role of Serampore Missionaries in Indian Journalism |
| 13.A | Trace the History of Deepika newspaper | Evaluate | CO-2 |
|  | OR |
| 13.B | Evaluate the significance of National Herald in the Indian media landscape. |
| 14.A | Differentiate broadcasting and podcasting and its advantages | Evaluate | CO-2 |
|  | OR |
| 14.B | How has Radio Benziger contributed to community engagement and cultural representation in its broadcasting, |
| 15.A | Evaluate the function of Reuters in the field of Journalism | Evaluate | CO-2 |
|  | OR |
| 15.B | Evaluate the role of *Prabhatham* in Malayalam Journalism |

Part D. 24 Marks. Time: 60 Minutes

Long Answer. 6 Marks Each.

Answer any 4 questions. (Cognitive Level: Analyse/Evaluate/Create)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 16.A | Analyze the role of Newspapers in Independence Movement | Analyze | CO-2 |
|  | OR |
| 16.B | Analyze and state the reasons for viewership depletion in DTH subscribers |
| 17.A | Analyze the role of Social Media in Glocalisation. | Analyze | CO-2 |
|  | OR |
| 17.B | Analyze the role of Missionaries in popularizing education and printing in Kerala |
| 18.A | Evaluate the role of Mahatma Gandhi as a Journalist | Evaluate | CO-2 |
|  | OR |
| 18.B | Evaluate the role of Raja Ram Mohan Roy in popularizing Vernacular Press in India |
| 19.A | What innovative technologies and content formats might emerge in the landscape of radio broadcasting ten years from now | Create | CO-4 |
|  | OR |
| 19.B | How might emerging technologies reimagine the media landscape in the coming years, especially in storytelling |