

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MEDIA STUDIES  
END TERM EXAMINATION - JUN 2023**

**Semester :** Semester II - 2022

**Course Code :** BAJ1018

**Course Name :** Sem II - BAJ1018 - Introduction to Media Studies

**Program :** BAJ

**Date :** 7-JUN-2023

**Time :** 1.00PM - 4.00PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(10 X 2 = 20M)**

1. Give examples of the core areas of development communication?  
(CO5) [Knowledge]
2. What is interpersonal communication?  
(CO2) [Knowledge]
3. Communication involving one person is called?  
(CO2) [Knowledge]
4. Give examples of folk dance forms?  
(CO4) [Knowledge]
5. Give example of a campaign/propaganda where Radio was used for influencing the masses.  
(CO1) [Knowledge]
6. What are the characteristics of Citizen journalist?  
(CO5) [Knowledge]
7. What are folk media characteristics?  
(CO4) [Knowledge]
8. How does media perform 'Surveillance' function?  
(CO3) [Knowledge]
9. How does media become the Interpretation ?  
(CO3) [Knowledge]

10. Which is the oldest medium of mass communication?.

(CO1) [Knowledge]

## PART B

### ANSWER ALL THE QUESTIONS

(8 X 5 = 40M)

11. What is the Role of Media in a Democracy?

(CO3) [Comprehension]

12. How is media affecting an individual's daily life?

(CO3) [Comprehension]

13. What are different types of communication?

(CO2) [Comprehension]

14. What do you understand by language?

(CO1) [Comprehension]

15. What are the characteristics of Folk media?

(CO5) [Comprehension]

16. Elaborate the SITE project.

(CO5) [Comprehension]

17. What are the advantages of apps?

(CO4) [Comprehension]

18. What are social media sites?

(CO4) [Comprehension]

## PART C

### ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

19. "Development is a slow process and hence a good development communication strategy is required for achieving the required goals". What do you understand by Development communication? What are the core areas for development? How can a citizen journalist play their role in this process?

(CO5) [Application]

20. Explain the written, oral and gestural communication along with their pros and cons. Does visual and silence also qualify as communication? If yes, how?

(CO2) [Application]