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| Name: |  |
| Enrolment | |
| No: | |

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2021

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| Course: History of Print and Broadcasting in India | Semester: II |
| Program: BJMC | Time 03 hrs. |
| Course Code: SMBA 1007 | |

Max. Marks: 100

SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Complete the statement / Select the correct answer(s)

| S. No. | Question | CO |
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| Q 1 | Give five examples of legacy refuges of the media terrain ----- , -----, -----, -----, -----. | CO3 |
| Q2 | Indian government introduced a cap of ___ on Foreign Direct Investment (FDI) in digital media platforms in 2019, which is similar to the rules applied to _____ media since 2002. | CO4 |
| Q3 | Define native advertising. | CO3 |
| Q4 | The Frontline piece on the Murdochisation of Indian media critiques : Concentration of _____ (2) and transformation of news as a _____ (1) | CO2 |
| Q5 | Based on class discussion on news magazines, Indian journalism can be divided into 5 phases: 1. The _____ phase (1780-1919) 2. The _____ phase (1919-1947) 3. The _____ phase (1947-77) 4. The _____ journalism phase (1977-mid 1990s) 5. The phase of _____ growth (mid-90s-) | CO1 |
| Q6 | What does the term hashtag journalism mean? | CO3 |

SECTION B

1. Each question will carry 10 marks
2. Instruction: Write short / brief notes

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| Q 1 | Explain the 3 counterpoints presented by IFF on the new guidelines for intermediaries and digital media issued by the government in 2021. | CO1 |
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| Q 2 | What is the relevance of the Prince story in the India's broadcast history. Using the TAM article from <i>The Caravan</i> , explain the implications of the coverage of the incident by India TV. | CO1 |
| Q 3 | What limitations were imposed on the press for the coverage of the Mumbai terror attack? Why? | CO2 |
| Q 4 | Explain at least 3 policy changes during the liberalization of the Indian economy and its impact on India's broadcast news landscape. | CO3 |
| Q 5 | Explain how Akshaya Kumar's article uses the coverage of Arushi Talwar and Baby Falak cases to explain "the unbearable liveness" of TV news in India. | CO2 |
| Section C | | |
| <p>1. Each Question carries 20 Marks.</p> <p>2. Instruction: Write long answer.</p> | | |
| Q1 | <p>Based on our class discussions and Subin Paul's study of how Indian Express constructed its position against the Gandhi regime during the twenty-one-month National Emergency, write a detailed note on the role and implications of freedom of press during the Emergency. Give specific examples in your note.</p> <p style="text-align: center;">OR</p> <p>Write a detailed note on the relationship between political dissent and democracy. Use the cases of Natasha Narwal from Pinjra Tod collective AND Disha Ravi as case studies.</p> | CO2 |