

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is Hegemony? a) The dominance of one social group over others b) A type of government system c) A communication strategy d) A global trade agreement	K1	CO1
	2	Define Vasudhaiva Kutumbakam a) "The world is a marketplace" b) "The world is one family" c) "Knowledge is power" d) "Peace through conflict"	K2	CO1
2	3	What is meant by Social Learning Theory? a) Learning through punishment only b) Learning without any social interaction c) Learning through digital platforms d) Learning by observing and imitating others	K1	CO2
	4	What is the purpose of Agenda-Setting Theory? a) To control TV schedules b) To influence public perception by highlighting certain issues c) To manage employee tasks d) To create social media content	K2	CO2
3	5	Status Conferra means ----- a) Giving authority to government officials b) Conferring awards in schools c) Recognition of importance through media coverage d) Scheduling media programs	K1	CO3
	6	Community Media is a) Media created by and for a specific community b) Media run for profit only c) National TV channels d) International news agencies	K2	CO3
4	7	Define Mass-Mediated Culture a) Culture limited to books b) Traditional practices in rural communities c) Culture shared through word-of-mouth only d) Culture influenced and transmitted through mass media	K1	CO4
	8	What is meant by Ideology? a) A type of advertisement b) A social media platform c) A set of ideas and beliefs that shape society d) A programming schedule	K2	CO4
5	9	Knowledge Society means ----- a) A society based on information and knowledge sharing b) A society with only physical labor c) A society focused on agriculture d) A society that avoids technology	K1	CO5
	10	Internet Era is defined as----- a) Period dominated by print media b) Period marked by widespread use of the Internet for communication and information c) Period without technology d) Period of industrialization	K2	CO5

Cont...

Answer ALL questions
ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Compare the Individualism and Collectivism with examples.	K4	CO4
	(OR)			
	11.b.	Discuss different types of Stereotyping.		
2	12.a.	Describe how media influences audience thinking and social behavior.	K5	CO5
	(OR)			
	12.b.	<i>Comment on Aggressive Cues Theory and Reinforcement Theory.</i>		
3	13.a.	Analyze the role of media in democracy and its influence on society.	K5	CO5
	(OR)			
	13.b.	Point out the relationship between media, politics, and industrial powers.		
4	14.a.	Explain the concept of market-oriented media and social dilemma.	K4	CO4
	(OR)			
	14.b.	<i>Write a note on the role of media in social conflicts.</i>		
5	15.a.	Identify the challenges of new communication technologies	K4	CO4
	(OR)			
	15.b.	<i>Clarify the concept of knowledge society and digital divide.</i>		

SECTION -C (30 Marks)

Answer ANY THREE questions
ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Illustrate the concept of Hard Power, Soft Power, and Structural Power with suitable examples.	K3	CO3
2	17	Explain how media acts as a powerful tool in society using relevant theories.	K4	CO4
3	18	Discuss pluralistic media in Indian society with examples.	K4	CO4
4	19	Comment on the Gandhian philosophy of nonviolent communication and its relevance today.	K5	CO5
5	20	Describe communication across cultures and its importance in a globalized world.	K3	CO3

Z-Z-Z

END