TYBAMMC Sem VI OC

Duration: 2.5 Hours **Total Marks: 75**

Instructions:
Q1 is compulsory.
Q2 to Q5 have internal options.

Q1. Case Study **(15 Marks)**

The film *Gully Boy* narrates the journey of Murad, a young individual from the slums of Mumbai who achieves recognition through rap music. The film explores themes of socio-economic challenges, ambition, identity, and the transformative power of artistic expression.

Based on the above case:
A) Choose any 2 product/service that could be advertised in the film based on the above script. Provide reasons for your answer. **(5)**
B) Promote the above film using latest Entertainment media marketing tools such as Cross Promotion, AFP, OOH, social media, Event and Media sponsorship. **(10)**

Q2. Answer the following:
A. What is entertainment marketing? Explain with the help of examples. **(8)**
B. Discuss the significance of celebrity endorsements in entertainment marketing. **(7)**
OR
C. Analyze cross-promotion marketing with suitable examples. **(8)**
D. Discuss how experiential marketing is effectively used in the marketing Campaigns. Explain with examples. **(7)**

Q3. Answer the following:
A. Niche marketing in the media industry for Sports TV. **(8)**
B. Outline the key elements of an effective film marketing plan. **(7)**
OR
C. Explain the step-by-step process of developing a social media strategy. **(8)**
D. Discuss the concept and relevance of Advertiser Funded Programs (AFP). **(7)**

Q4. Answer the following:
A. Examine the latest trends in Facebook marketing within the entertainment industry. **(8)**
B. Describe the different types of radio advertising with examples. **(7)**
OR
C. Explain the process involved in designing an Electronic Press Kit (EPK). **(8)**
D. Analyze the influence of festivals on television programs **(7)**

Q5. Short Notes (Any THREE) **(15 Marks)**
a. 7 Ps of Marketing
b. Regional TV Channels
c. Advantages of Radio Advertisement
d. IMC tools
e. Podcasts as emerging media platforms

वेळ: २.५ तास एकूण गुण: ७५

सूचना:
१. प्रश्न क्रमांक १ अनिवार्य आहे.
२. प्रश्न २ ते ५ साठी अंतर्गत पर्याय उपलब्ध आहेत..

प्र. १. केस स्टडी (घटनाव्यक्ती अभ्यास) **(१५ गुण)**

'गल्ली बॉय' (Gully Boy) हा चित्रपट मुंबईच्या झोपडपट्टीतील 'मुराद' या तरुण मुलाचा प्रवास मांडतो, जो रॅप संगीताच्या माध्यमातून स्वतःची ओळख आणि प्रसिद्धी मिळवतो. हा चित्रपट सामाजिक-आर्थिक आव्हाने, महत्त्वाकांक्षा, स्वतःची ओळख आणि कलात्मक अभिव्यक्तीची परिवर्तनीय शक्ती या विषयांचा वेध घेतो..
वरील संदर्भाच्या आधारे खालील प्रश्नांची उत्तरे द्या:
अ) वरील पटकथेच्या (Script) आधारे, या चित्रपटात जाहिरात करता येईल अशा कोणत्याही २ उत्पादनांची किंवा सेवांची निवड करा. तुमच्या उत्तरासाठी सकारण स्पष्टीकरण द्या. (५)
ब) क्रॉस प्रमोशन (Cross Promotion), एएफपी (AFP), ओओएच (OOH), सोशल मीडिया, इव्हेंट आणि मीडिया प्रायोजकत्व (Sponsorship) यांसारख्या आधुनिक करमणूक माध्यम विपणन साधनांचा वापर करून वरील चित्रपटाची प्रसिद्धी करा. (१०)

प्र. २. खालील प्रश्नांची उत्तरे द्या:
अ) एंटरटेनमेंट मार्केटिंग (करमणूक विपणन) म्हणजे काय? उदाहरणांच्या साहाय्याने स्पष्ट करा. (८)
ब) करमणूक विपणनामध्ये 'सेलिब्रिटी एंडोर्समेंट'चे (प्रसिद्ध व्यक्तींकडून होणारी जाहिरात) महत्त्व स्पष्ट करा. (७)

किंवा

क) योग्य उदाहरणांसह 'क्रॉस-प्रमोशन मार्केटिंग'चे विश्लेषण करा. (८)
ड) विपणन मोहिमांमध्ये (Marketing Campaigns) 'एक्स्पेरेंशियल मार्केटिंग'चा (अनुभवात्मक विपणन) प्रभावीपणे वापर कसा केला जातो? उदाहरणांसह चर्चा करा. (७)

प्र. ३. खालील प्रश्नांची उत्तरे द्या:
अ) माध्यम उद्योगातील 'स्पोर्ट्स टीव्ही'च्या (क्रीडा वाहिन्या) संदर्भात 'निश मार्केटिंग'वर (Niche Marketing) चर्चा करा. (८)
ब) एका प्रभावी चित्रपट विपणन आराखड्याचे (Film Marketing Plan) प्रमुख घटक सांगा. (७)

किंवा

क) सोशल मीडिया धोरण (Social Media Strategy) विकसित करण्याची टप्प्याटप्प्याने प्रक्रिया स्पष्ट करा. (८)
ड) 'जाहिरातदार पुरस्कृत कार्यक्रम' (Advertiser Funded Programs - AFP) ही संकल्पना आणि तिची प्रासंगिकता यावर चर्चा करा. (७)

प्र. ४. खालील प्रश्नांची उत्तरे द्या:

अ) करमणूक उद्योगातील 'फेसबुक मार्केटिंग'मधील (Facebook Marketing) अलीकडील कल किंवा ट्रेंड्सचे परीक्षण करा. **(८)**

ब) रेडिओ जाहिरातींचे विविध प्रकार उदाहरणांसह स्पष्ट करा. **(७)**

किंवा

क) 'इलेक्ट्रॉनिक प्रेस किट' (EPK) तयार करण्याच्या प्रक्रियेचे स्पष्टीकरण द्या. **(८)**

ड) टेलिव्हिजन कार्यक्रमांवरील सण-उत्सवांच्या प्रभावाचे विश्लेषण करा. **(७)**

प्र. ५. थोडक्यात टिपा लिहा (कोणत्याही तीन): **(१५ गुण)**

१) मार्केटिंगचे ७ पी (7 Ps of Marketing)

२) प्रादेशिक दूरदर्शन वाहिन्या (Regional TV Channels)

३) रेडिओ जाहिरातींचे फायदे

४) आय.एम.सी. (IMC) साधने (एकात्मिक विपणन संवाद)

५) उदयोन्मुख मीडिया प्लॅटफॉर्म म्हणून 'पॉडकास्ट' (Podcasts)

Marks: 75

Time: 2 ½ Hours

Q1 Case Study

Q1 A) Prepare a concept note and explain the different production stages involved in directing a "Cookery show" for a National channel **(15 marks)**

OR

B) Prepare a concept note for fiction horror show. Explain different stages of production involved **(15 marks)**

Q2 A) Write a note on cultural impact of television on audiences. **(8 marks)**
B) Explain the types of camera movements used in television. **(7 marks)**

OR

C) Discuss the usage of VFX in Television Programs. **(8 marks)**
D) Discuss the application of Gestalt Theory in TV Programs. **(7 marks)**

Q3 A) What is breaking news? Discuss the importance of Breaking news. **(8 marks)**
B) What is Audience Segmentation? Discuss the types of segmentation in detail. **(7 marks)**

OR

C) Explain the concept of News Gathering in contemporary times. **(8 marks)**
D) Describe the changes in television programs due to digital technology. **(7 marks)**

Q4 A) Explain the different formats and types of TV programs with suitable examples. **(15 marks)**

OR

B) Explain how general entertainment channels (GEC) compete for TRP. Give suitable examples. **(15 marks)**

Q5 Short Notes (ANY 3) **(15 marks)**

1. Packaging of news bulletin
2. Television Interview
3. TV reporting skills
4. Infotainment channels
5. Doordarshan News format

(2.5 Hours) **[Total Marks: 75]**

NB: 1. Read the questions carefully before answering
2. Figures to the right indicate the full marks
3. Give example when necessary

Q.1 Answer the following **15**

Create a Media Plan for the Campa Cola an iconic Indian soft drink brand.
The schedule will last two months. The advertisements are in colour. The budget for the print campaign is three crores (30000000).
Size:
Magazine: Single and/ or double spread
Newspaper: Half page
Use rate card given below

Dallies	Readership 000's	Rates (in sq cm)	Magazine	Readership 000's	Rate (Full page) colour
The Times of India	16401	4770	India Today (W)	7054	680000
Hindustan times	11203	4270	Kumudam (Tamil) (W)	945	295000
Business standard	1790	1630	Ananda Vikatan (Tamil) (W)	895	245,000
The Economic Times	3255	2400	Business India (F)	940	250,000
Lokmat Times (Marathi)	19871	2790	Forbes India (F)	560	700,000
Vijay Karnataka (Kannada)	1980	395	Vanitha Malayalam (W)	8450	280000
Malayala Manorama (Malayalam)	1850	1070	Mathrubhumi (W)	870	260,900
Mathrubhumi (Malayalam)	1380	950	Discover (M)	3010	255000
Dainik Jagran (Hindi)	71571	1750	National Geographic (M)	1605	320000
Amar Ujala (Hindi)	42665	1090	Grih Shobha (Hindi) (M)	2481	153000

Rate: Quarter page size equals 400 sq.cm. (25 cm (h) x 16 cm (w)

Q 2 Answer the following 15
Attempt any one between 2a.1 and 2a.2. along with 2.b
[i.e. (Attempt either 2a.1 OR 2a.2 for 8 marks) and 2.b. for 7 marks]

A **2a. 1 Answer the following:** 8
Media 1: Reach = 50 %, Frequency = 7, TPC = 4, 90,000, AEC = 65,000
Media 2: Reach = 60%, Frequency = 4, TPC = 5, 50,000, AEC = 55,000
Find the % TA, GRP and CPRP for Media 1 and Media 2

2a.2Answer the following8 8
40,000 people see an advertisement 4 times, 60,000 see an advertisement 5 times and 61,000 people see an advertisement 7 times. The universe is 550,000. The total Cost of Advertising is 90,000. Find Reach%, GVT & CPT.

B Find the average frequency of the advertisement in the magazine using the data given below: 7
Readership: Magazine A=55,000, Magazine B= 45,000, Magazine C= 85,000
Duplication of Magazine A, with Magazine C= 4,000,
Duplication of Magazine B, with Magazine A= 5,000,
Duplication of Magazine C, with Magazine B= 2,000,
Insertion: Magazine A=4, Magazine B=2, Magazine C=5

OR

C Explain the key functions of media planning in advertising 15

Q 3 Answer the following
A Discuss various Challenges in Media planning 8
B What are the key negotiation skills essential in the field of media buying? 7

OR

C Explain common media scheduling strategies 8
D Discuss few key sources commonly used in media research 7

Q 4 Answer the following
A Discuss advantages & Disadvantages of Newspaper as medium of advertising 8
B Explain what is RTB and generally how it works 7

OR

C Discuss Transit Advertising 8
D What are the various Factors involved in newspaper buying for advertising? 7

Q 5 Write short notes on any three of the following: 15
a BARC
b Cost efficiency
c Reach, Frequency and GRP
d Influencer marketing in digital media buying
e Key aspects of content advertising

Time: 2:30 hours **Marks:75**

Instructions: All questions are compulsory.
Figures to the right indicate full marks.

Q 1.

"Share a Holiday" campaign by *Holiday Vistas for Women* only, was aimed to create a personalised connection with consumers by creating a niche in market and sense of connect for self with the women community.The campaign leveraged digital media platforms extensively to encourage consumer engagement and participation. *Holiday Vistas for Women* created personalized digital content, such as videos and images featuring individuals motivating friends & family for a women only holiday and encouraged consumers to share their experiences on social media using the hashtag *#Share a Holiday.*

Based on the above case answer the following questions? **(15 Marks)**

a) As a digital marketer explain what the advertising objectives are to promote this campaign. **(5 Marks)**
b) How would you use Instagram as a platform to promote this campaign? **(5 Marks)**
c) How would you use Twitter as a platform to promote this campaign? **(5 Marks)**

Q 2.

a) What are the key concepts in digital marketing? **(8 Marks)**
b) How does a Search Engine operate? **(7 Marks)**

Or

c) What is Google AdWords and what are the campaign types it provides? **(8 Marks)**
d) Explain the various Social Media platform analytics briefly. **(7 Marks)**

Q 3.

a) What are the fundamental terms and concepts in email marketing briefly? **(8 Marks)**
b) What is content writing? Explain the core principles of content writing briefly. **(7 Marks)**

Or

c) What is programmatic marketing? Briefly discuss the need and benefits of programmatic marketing. **(8 Marks)**
d) Explain Off-page Optimisation techniques in brief. **(7 Marks)**

Q 4.

a) What is SEM? Why does a marketer choose to use SEM? **(8 Marks)**
b) What are Cyber Ethics? Discuss briefly. **(7 Marks)**

Or

c) What are the differences between traditional media and digital media? **(8 Marks)**
d) What is Affiliate Marketing? Explain its functioning. **(7 Marks)**

Q 5. Write a short notes answer any three **(15 Marks)**

a) Advantages of Digital media
b) On-page optimisation
c) Email Marketing
d) Blogs
e) Digital Security

[Time: 2½ hours] [Marks:75]

Please check whether you have got the right question paper.

N.B: 1. Figures to the right indicate full marks.
2. Illustrate your answers with examples

Q1. **(15)**

An Indian Food Processing unit is planning to launch its exquisite food items" **Heat and Eat"** or an **Indian YOGACENTER** has set up their markets abroad. Your ad agency has been given the assignment to draw up the Advertising Strategy.
First: Choose any one product/service
Second: Select any two countries from any of the three groups of countries. The two countries selected cannot be from the same group.
Group A - USA, UK, France, Germany
Group B - China, Japan, Brazil, South Korea
Group C- Saudi Arabia, Qatar, Bahrain, Kuwait
What Factors would you keep in mind while developing your advertising strategy with reference to the two countries selected by you?

Q2. a What is meant by LPG model? Briefly explain each component?. **(08)**

b Describe in detail the role of women in advertising. **(07)**

OR

c What is the impact of Controversial advertisements on Indian society? **(08)**

d What factors should be considered while targeting customers in International Markets? **(07)**

Q3. a How did liberalisation impact the Indian economy? Explain with the help of examples. **(08)**

b Explain the interlinkages between advertising and popular culture. **(07)**

OR

c Explain what is meant by political advertising and financial advertising **(08)**

d Discuss the various criticism levied against Advertising **(07)**

Q4.	a	Create a social marketing campaign on: Career Awareness and Skill Development	**(15)**
		OR	
	b	Design a comprehensive social marketing campaign using internet on AI awareness and its responsible usage.	**(15)**

Q5. Short Notes (Any 3 out of 5) **(15)**

a. Gender Bias

b. B2B advertsing

c. Digital Advertising

d. Advertising to Senior Citizens

e. Negative impact of advertisements on Kids

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TYBAMMC Sem VI OK
Crime Reporting
Journalism

Time: 2 hours 30 mins **Total marks: 75**

Note: All questions are compulsory
Figures to the right indicate marks
Internal choices are provided

Q.1. A. Discuss in detail various issues involved in Dalit rights in India. 15

OR

B. Discuss the significance of Environment Movement and Evaluate any two Environment Conservation movements in India. 15

Q.2. A. Discuss the role and significance of Special Economic Zone in Maharashtra. 8
B. Discuss the consequences of terrorism with the help of a suitable example. 7

OR

C. Explain in brief the Emerging trends of Tourism. 8
D. Explain the Role of MIDC in economic development of Maharashtra. 7

Q.3. A. Write the difference between majority and coalition government. 8
B. What will be the impact of corruption on Indian Economy and society? 7

OR

C. What are the different types of rural development schemes in India? 8
D. Explain about Smart City Mission. 7

Q.4. A. Discuss how the criminalization of politics is responsible for weakening of Political System in contemporary India. 15

OR

B. Discuss any four Social Welfare Schemes initiated by Government of India for women and children. 15

Q.5. **Write a Short Note on any three of the following:** 15
1. Nirbhaya scheme
2. Make in India
3. Tribal Movement
4. Right to Information Act
5. Development induced Displacement

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वेळ २. ३० तास

गुण : ७५

सूचना : सर्व प्रश्न सोडविणे अनिवार्य आहे.
उजवीकडील अंक गुण दर्शवतात.

प्र.१.अ भारतातील दलित हक्कांशी संबंधित विविध मुद्द्यांची सविस्तर चर्चा करा. 15

किंवा

ब. पर्यावरण चळवळीचे महत्त्व विशद करा आणि भारतातील पर्यावरण संवर्धनाच्या कोणत्याही दोन चळवळींचे मूल्यमापन करा. 15

प्र.२. अ. महाराष्ट्रातील 'विशेष आर्थिक क्षेत्रा'ची (SEZ) भूमिका आणि महत्त्व यांवर चर्चा करा. 8
ब. योग्य उदाहरणाच्या मदतीने दहशतवादाचे परिणाम विशद करा. 7

किंवा

क. पर्यटन क्षेत्रातील उदयोन्मुख प्रवृत्ती थोडक्यात स्पष्ट करा. 8
ड. महाराष्ट्राच्या आर्थिक विकासामध्ये ' महाराष्ट्र औद्योगिक विकास महामंडळाची' (MIDC) भूमिका स्पष्ट करा. 7

प्र.३. अ. बहुमताचे सरकार आणि आघाडी सरकार यांमधील फरक लिहा. 8
ब. भारतीय अर्थव्यवस्था आणि समाजावर भ्रष्टाचाराचा काय परिणाम होईल? 7

किंवा

क. भारतातील ग्रामीण विकासाच्या विविध योजना कोणत्या आहेत? 8
ड. 'स्मार्ट सिटी मिशन' बद्दल माहिती द्या. 7

प्र.४. अ. समकालीन भारतातील राजकीय व्यवस्था कमकुवत होण्यास राजकारणाचे गुन्हेगारीकरण कशा प्रकारे जबाबदार आहे, यावर चर्चा करा. 15

किंवा

ब. भारत सरकारने महिला आणि मुलांसाठी सुरू केलेल्या कोणत्याही चार समाजकल्याण योजनांवर चर्चा करा. 15

प्र.५. खालीलपैकी कोणत्याही तीन विषयांवर टीप लिहा: 15

1. निर्भया योजना
2. मेक इन इंडिया
3. आदिवासी चळवळ
4. माहितीचा अधिकार कायदा
5. विकासामुळे होणारे विस्थापन

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Time: 2 ½ Hours **Marks: 75**

N.B.: 1. Attempt all five questions.
2. Figures to the right indicate maximum marks.

Q1. Prepare a set of 15 interview questions you would ask any ONE of the following personalities 15
a) Vaibhav Suryawanshi
b) Ranveer Singh
c) Sonam Wangchuk
d) Priyanka Gandhi

Q2.
A. Discuss how visual design contributes to the appeal and readability of a magazine. 8
B. If assigned to create a cover story on changing lifestyle patterns among youth, outline your approach. 7
OR
C. What do you understand by magazine columns? Describe their types with suitable examples. 8
D. What abilities are essential for writing an effective review of a book or film? 7

Q3.
A. Distinguish between feature writing and digital journalism. 8
B. Describe the organizational structure of a magazine editorial team. 7
OR
C. As a journalist, how would you prepare before conducting an interview with a well-known personality 8
D. Explain the role and principles of layout and page design in magazine production. 7

Q4.
A. Write a column titled "Youth in the Digital Age" with a suitable headline. 15
OR
B. Discuss the growth and transformation of magazines from print to digital formats in India. 15

Q5. Short Notes (Any Three): **15**
a) Editorial writing
b) E-magazines and digital content
c) Profile writing / personality sketch
d) Editorial cartoons and caricatures
e) Infographics in magazine design

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वेळ: २ ½ तास गुण: ७५

सूचना:
१. सर्व पाच प्रश्न सोडवा.
२. उजव्या बाजूस दिलेली संख्या गुण दर्शवते.

प्र.१. खालीलपैकी कोणत्याही एका व्यक्तिमत्त्वाची मुलाखत घेण्यासाठी तुम्ही विचाराल अशी १५ प्रश्नांची यादी तयार करा. (१५)
अ) वैभव सूर्यवंशी
ब) रणवीर सिंह
क) सोनम वांगचुक
ड) प्रियंका गांधी

प्र.२. अ) मासिकाच्या आकर्षकतेत आणि वाचनसुलभतेत दृश्य रचनेचे (Visual Design) योगदान स्पष्ट करा. (८)
ब) युवकांमधील बदलत्या जीवनशैलीवर मुखपृष्ठ कथा तयार करण्याची जबाबदारी दिल्यास तुमचा दृष्टिकोन स्पष्ट करा. (७)

किंवा

क) मासिकातील स्तंभ (Magazine Columns) म्हणजे काय? त्यांचे प्रकार योग्य उदाहरणांसह स्पष्ट करा. (८)
ड) पुस्तक किंवा चित्रपटाचे प्रभावी परीक्षण (Review) लिहिण्यासाठी कोणत्या कौशल्यांची आवश्यकता असते? (७)

प्र.३. अ) फीचर लेखन (Feature Writing) आणि डिजिटल पत्रकारिता (Digital Journalism) यांमध्ये फरक स्पष्ट करा. (८)
ब) मासिकाच्या संपादकीय टीमची संघटनात्मक रचना (Organizational Structure) वर्णन करा. (७)

किंवा

क) एक पत्रकार म्हणून प्रसिद्ध व्यक्तीची मुलाखत घेण्यापूर्वी तुम्ही कशी तयारी कराल? (८)
ड) मासिक निर्मितीत लेआउट आणि पृष्ठ रचनेची (Layout and Page Design) भूमिका व तत्त्वे स्पष्ट करा. (७)

प्र.४. अ) "डिजिटल युगातील युवक" या विषयावर योग्य शीर्षकासह एक स्तंभ (Column) लिहा. (१५)

किंवा

ब) भारतातील मासिकांचा प्रिंट स्वरूपातून डिजिटल स्वरूपाकडे झालेला विकास आणि परिवर्तन यावर चर्चा करा. (१५)

प्र.५. टिपा लिहा. (कोणतेही तीन) (१५)
अ) संपादकीय लेखन
ब) ई-मासिके आणि डिजिटल सामग्री
क) व्यक्तिचित्रण / प्रोफाइल लेखन
ड) संपादकीय व्यंगचित्रे आणि कॅरिकेचर्स
ई) मासिक रचनेतील इन्फोग्राफिक्स

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Time: 2½ Hours **Marks: 75**

Note: All questions are compulsory.
Figures on the right indicate marks.

Q1 A. Explain various types of interviews in television journalism. Prepare 10 questions for interviewing any one of the following (Only questions): 15

1. Samay Raina
2. Ranveer Singh
3. Devendra Fadanavis

OR

Q1 B. Write a brief history of the evolution of 24x7 news channels in India and globally. 15

Q2 A. What role does social media play in shaping modern television journalism? 8
Q2 B. Explain the characteristics of fake news and misinformation in television and digital media. 7

OR

Q2 C. What is media convergence? Discuss how it is transforming news production and consumption. 8
Q2 D. Write briefly about the skills required for mobile journalism (MoJo). 7

Q3 A. How do you create a strong concept for a web series? Explain with examples. 8
Q3 B. "TRP-driven content affects news quality." Do you agree? Comment with examples. 7

OR

Q3 C. "Breaking news culture leads to sensationalism." Discuss with examples. 8
Q3 D. What is a documentary? Why is it important? 7

Q4 A. Explain the structure, purpose, and presentation of any two news-based TV programs with reference to recent events. 15

OR

Q4 B. Write down the importance of media reviews and audience feedback in improving news content. 8
Q4 C. Explain the importance of OTT platforms for news broadcasting with reference to India. 7

Q.5 Write Short Notes on: Any 3 15

1. Dumbing Down of news
2. Online Streaming
3. Fake News
4. Role of Camera in TV News
5. Ethics of Broadcasting Media

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Time: 2 ½ hours **Marks:75**

Note- 1) All Questions are compulsory.
2) Internal choices are also provided.

1) A) Examine Noam Chomsky's views on media and Democracy especially in the American context. 15

OR

B) Discuss the views of Walter Lippmann and Juergen Habermas on the role of media in a Democracy. 15

2) A) Analyse the media's Coverage of political parties in the context of recent polls. 08
B) Examine the Indian media's coverage of economic issues. 07

OR

C) Analyse the Limited effects theory of media as put forward by Paul Lazarsfeld. 08
D) Examine the role of opinion polls and exit polls in an election. 07

3) A) Analyse the role of media in the recently concluded American Presidential Elections. 08
B) Examine the portrayal of women by Indian media. 07

OR

C) Discuss Agenda setting model and its relevance today 08
D) Analyse the role of social media in promoting fake news. 07

4) A) Analyse the role of media in the Vietnam war. 15

OR

B) Discuss the role of media during Operation Sindoor and in conflict with Pakistan. 15

5) Write short notes on any three of the following- 15
a) Uses and gratification model
b) Media's representation of tribals
c) Gaza Conflict
d)Social media and Culture
e) Media and Nuclear Policy

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वेळ : २ तास ३० मिनिटे गुण:७५

टीप - १)सर्व प्रश्न अनिवार्य आहेत.
२)अंतर्गत पर्याय देखील दिले आहेत.

प्र. 1अ)नोम चॉम्स्की यांचे मीडिया आणि लोकशाहीबद्दलचे विचार, विशेषतः अमेरिकन संदर्भात स्पष्ट करा. १५

किंवा

प्र .1 ब) लोकशाहीमध्ये माध्यमांच्या भूमिकेबद्दल वॉल्टर लिपमन आणि जुर्गेन हॅबरमास यांचे विचार स्पष्ट करा. १५

प्र. २ अ) अलिकडच्या निवडणुकांच्या संदर्भात राजकीय पक्षांच्या माध्यमांच्या कव्हरेजचे विश्लेषण करा. ०८

प्र२ . ब) भारतीय माध्यमांच्या आर्थिक समस्यांवरील कव्हरेजचे परीक्षण करा. ०७

किंवा

प्र २ .क) पॉल लाझार्सफेल्ड यांनी मांडलेल्या माध्यमांच्या मर्यादित परिणाम सिद्धांताचे विश्लेषण करा. ०८

प्र .२ ड) निवडणुकीत जनमत चाचणी आणि एक्झिट पोलची भूमिका काय असते ते स्पष्ट करा. ०७

प्र .3 अ) अलिकडेच झालेल्या अमेरिकन अध्यक्षीय निवडणुकीत माध्यमांच्या भूमिकेचे विश्लेषण करा. ०८

प्र .3 ब) भारतीय माध्यमांद्वारे महिलांचे चित्रण कसे केले जाते ते तपासा.7

किंवा

प्र.3 क) आजच्या काळातील अजेंडा सेटिंग मॉडेल आणि त्याची प्रासंगिकता यावर चर्चा करा. ०८

प्र .3 ड) खोट्या बातम्यांना प्रोत्साहन देण्यात सोशल मीडियाची भूमिका काय आहे याचे विश्लेषण करा. ०७

प्र .4 अ) व्हिएतनाम युद्धात माध्यमांच्या भूमिकेचे विश्लेषण करा. १५

किंवा

प्र .4 ब) ऑपरेशन सिंदूर दरम्यान आणि पाकिस्तानशी झालेल्या संघर्षात माध्यमांच्या भूमिकेची चर्चा करा . १५

प्र .५) खालीलपैकी कोणत्याही तीनवर लहान टीपा लिहा १५

अ) उपयोग आणि समाधान मॉडेल

ब) आदिवासींचे माध्यमांचे प्रतिनिधित्व

क) गाझा संघर्ष

ड) सामाजिक माध्यमे आणि संस्कृती

इ) माध्यमे आणि आण्विक धोरण

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