

TERM END EXAMINATION – JUNE 2019

**Course Code
MM-01**

**P.G Diploma in Media Management (PGDMM)
Advance Diploma in Media Management (ADMM)
Diploma in Media Management (DMM)
Certificate in Media Management (CMM)**

Communication Concepts, History, Law & Ethics

Time: 03 Hours

Full Marks:100

*(Answer **All** the questions from Group – ‘A’, any **four** questions from Group – ‘B’,
Any **four** questions from Group – ‘C’, and any **two** questions from Group – ‘D’)*

GROUP – ‘A’

Q. No 1. Answer all the questions, each within one or two sentences (Marks: 1 X 10 = 10)

- a) Give one definition of communication.
- b) What is group communication?
- c) What is ANI?
- d) What is PIB?
- e) Section 171 G of IPC deal with
- f) Who is an Ombudsman?
- g) Who is an APIO?
- h) Give one function of International Press Institute (IPI).
- i) What is the aim of Advertising Standard Council of India (ASCI)?
- j) What is Twitter?

GROUP – ‘B’

Q. No 2. Answer any four questions, each within 100 words (Marks: 5 X 4 = 20)

- a) What is the difference between intrapersonal and interpersonal communication?
- b) What is Contempt of Court?
- c) What is Indian Penal Code?
- d) What is sedition?
- e) What is electronic note-taking?
- f) What do you mean by Tag-Along scenario?

GROUP – ‘C’

Q. No 3. Answer any four questions, each within 200 words (Marks: 10 X 4 = 40)

- a) What is Right Against Exploitation under the Indian Constitution?
- b) What is Yellow Journalism?
- c) Write the various guidelines for press given by the Hutchins Commission.
- d) What is media literacy?
- e) What is Paid News? How does it affect the credibility of media?
- f) What is Defamation?

GROUP – ‘D’

Q. No 4. Answer any two questions, each within 300 words (Marks: 15 X 2 = 30)

- a) Throw light on the various elements of communication.
- b) Press played a significant role in the Indian Independence movement. Justify.
- c) What are the goals and objectives of Telecom Regulatory Authority of India (TRAI)?