

QP Code: D132440		Total Pages: 1	Name:
		Register No.	
<b>FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025</b>			
(CUFYUGP)			
<b>JOU1CJ101/JOU1MN100 - Understanding Mass Media</b>			
<b>2025 Admission onwards</b>			
Maximum Time :2 Hours		Maximum Marks :70	
<b>Section A</b>			
<b>All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)</b>			
1	Documentary		
2	Asianet		
3	Shoddy Journalism		
4	Disc Jockey		
5	Filter Bubbles		
6	Lumiere Brothers		
7	Boomerang effect		
8	Artificial Intelligence		
9	Piyush Pande		
10	BBC		
<b>Section B</b>			
<b>All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)</b>			
11	Explain briefly how podcasts have changed listening habits.		
12	Describe how media consolidation affects diversity of voices.		
13	What is misinformation? Explain the different types of misinformation.		
14	Discuss David Ogilvy's contribution to advertising practice.		
15	Explain the Media Triangle and its components.		
16	Compare the features of print media and radio		
17	Explain media convergence and discuss its advantages and disadvantages.		
18	What are the differences between Augmented Reality and Virtual Reality ?		
<b>Section C</b>			
<b>Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)</b>			
19	Discuss the key milestones in the evolution of printing technology.		
20	Analyse the influence of reels and 'influencer videos' on opinions, trends, and behaviour.		

D 112333

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION  
NOVEMBER 2024**

Journalism and Mass Communication

JOU 1CJ 101—UNDERSTANDING MASS MEDIA

(2024 Admission onwards)

Time : Two Hours

Maximum : 70 Marks

**Section A***All questions can be answered.**Each question carries 3 marks.**Ceiling 24 marks.*

1. Name any *four* notable films directed by Satyajit Ray.
2. What is nomophobia, and what are two common symptoms associated with it ?
3. How does virtual reality differ from augmented reality ?
4. What was the SITE program in India, and what were its primary objectives ?
5. Define disinformation and its implications.
6. What is a vlog, and how does it differ from a traditional blog ?
7. What is Media Convergence ?
8. What is the primary role of a Video Jockey (VJ) in entertainment media ?
9. What is Search Engine Optimization (SEO) ?
10. What is media consolidation ?

**Section B***All questions can be answered.**Each question carries 6 marks.**Ceiling 36 marks.*

11. Compare the advantages and disadvantages of television and radio.
12. Examine the effectiveness of social media in promoting ad campaigns.

**Turn over**

13. Analyze the key skills and responsibilities necessary for hosting a successful podcast.
14. Examine the importance of feedback in the Media Triangle and its effect on future media content creation.
15. Evaluate the consequences of biased journalism.
16. Analyze the ethical concerns surrounding privacy in the metaverse.
17. Examine the challenges faced by traditional media in the digital age.
18. Examine the role of media literacy in combating misinformation.

### Section C

*Answer any **one** question.*

*The question carries 10 marks.*

19. Critically analyze any *two* successful advertising campaigns in India.
20. Critically analyze the effects of user-generated content on social media and how it differs from content published by media houses.

(1 × 10 = 10 marks)