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Enrolment	
No:	

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

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

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