

QP Code: D132440	Total Pages: 1	Name:
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FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(CUFYUGP)

JOU1CJ101/JOU1MN100 - Understanding Mass Media

2025 Admission onwards

Maximum Time :2 Hours	Maximum Marks :70
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Section A

All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)

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

Section B

All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)

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 ?

Section C

Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)

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.