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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)