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**End Semester Examination, December 2024**  
Minor Subject 1<sup>st</sup> Semester  
**Understanding Media (UMS101)**

Time: 2.5 hrs.

Max Marks: **50**

Note: **All Questions are compulsory. Marks are indicated against each question.**

**PART-A**

- Q.1. (a) What does CBFC stand for? [CO-1][L-1] **2**
- (b) Which article in the Constitution guarantees Freedom of speech and expression to Indian citizens? [CO-2] [L-1] **2**
- (c) What is inter-personal communication? [CO-1] [L-1] **2**
- (d) Who proposed Social Cognitive Theory? [CO-2] [L-1] **2**
- (e) What is yellow journalism? [CO-1] [L-1] **2**
- (f) What is a media conglomerate? [CO-2] [L-2] **2**
- (g) What are the two parts of a sign in semiotics? [CO-1] [L-1] **2**

**2x5**

**PART-B**

- Q.2 What is semiotic analysis? Demonstrate how it can be applied to understand advertising. [CO-5] [L-2] **10**
- OR**
- Discuss the evolution of print media in India. [CO-5][L-3] **10**
- Q.3 What is media literacy? Evaluate its significance. [CO-4][L-4] **10**
- OR**
- Discuss the evolution of cinema censorship in India. [CO-5] [L-3] **10**
- Q.4 What is the difference between traditional media and digital media? [CO-3] [L-3] **10**
- OR**
- Analyze the importance of maintaining transparency in the ownership of media. [CO- 4] [L-3] **10**
- Q.5 Evaluate how social media is a threat to an individual's privacy [CO-7] [L-4] **10**
- OR**
- Using Bandura's Social Cognitive Theory, evaluate the reason for censorship of violence in children's content. CO- 7] [L-4] **10**