

R0913

Sub. Code

515201

M.A. DEGREE EXAMINATION, APRIL – 2024

Second Semester

Journalism And Mass Communication

CULTURE, MEDIA AND COMMUNICATION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. The term intercultural communication refers to: (CO1,K1)
 - (a) Communication between different social groups
 - (b) Communication between people from different cultural backgrounds
 - (c) Communication through modern mass media
 - (d) Philosophical dimensions of communication

2. Which of the following is a barrier in intellectual communication according to the topic? (CO1,K1)
 - (a) Linguistic differences
 - (b) Political pressures
 - (c) Technological limitations
 - (d) Educational backgrounds

3. Which theory proposes that communicating effectively with people from different cultures involves managing anxiety and uncertainty? (CO2,K3)
- (a) Uncertainty reduction theory
 - (b) Anxiety/uncertainty management theory
 - (c) Intercultural apprehension theory
 - (d) Empathy theory
4. According to the topic, developing relationships between people from different cultures requires: (CO2,K2)
- (a) Minimizing uncertainty
 - (b) Finding similarities
 - (c) Avoiding apprehension
 - (d) Increasing empathy
5. Which concept refers to the interplay between culture, identity, and power dynamics in society? (CO3,K4)
- (a) Popular culture
 - (b) Cultural studies
 - (c) Media culture
 - (d) Consumption of culture
6. The circuit of culture refers to the interconnected relationship between: (CO3,K3)
- (a) Media, audiences, and texts
 - (b) Production, regulation, representation, consumption
 - (c) Globalization, localization, and hybridization
 - (d) High culture, popular culture, and folk culture

7. Which theory examines gender and sexuality in media?
(CO4,K1)
- (a) Feminist theory
 - (b) Queer theory
 - (c) Both feminist and queer theory
 - (d) Neither feminist nor queer theory
8. Media literacy involves analysing: (CO4,K4)
- (a) Biases in media content
 - (b) Distortions in media narratives
 - (c) The production of media texts
 - (d) Both biases and distortions in media content
9. The politics of memory refers to the: (CO5,K5)
- (a) Consumption of memory through media
 - (b) Production of collective memory
 - (c) Use of memory to shape power relations
 - (d) Distortion of historical memory
10. Narrating as self – fashioning means using narratives to:
(CO5,K3)
- (a) Consume media content
 - (b) Construct your identity
 - (c) Control production of media
 - (d) Shape collective memory

Part B

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Explain the concept of intercultural communication and discuss some of the barriers that can impede effective intercultural communication. (CO1, K2)

Or

- (b) Explain Kim's intercultural conflict model. How can understanding cultural dimensions like individualism vs. collectivism help improve intercultural relationships? (CO1, K1)
12. (a) What is meant by media literacy? Discuss some techniques for critically analyzing media messages and identifying potential biases. (CO2, K1)

Or

- (b) Discuss the role of anxiety/uncertainty management theory in developing intercultural relationships. How can uncertainty reduction facilitate communication? (CO2, K2)
13. (a) Discuss the interplay between culture, identity and power. How is this relationship studied within cultural studies? (CO3, K4)

Or

- (b) Discuss the reception theory of audiences. How does it understand interpretation and use of media texts by audiences? (CO3, K5)

14. (a) Discuss how the Internet and social media have impacted intercultural communication and relationship building. (CO4,K2)

Or

- (b) Discuss the factors that can contribute to biases and distortions in media content. How can consumers critically analyze sources? (CO4,K1)
15. (a) Discuss the role of mass media in spreading Gandhi's philosophy and influence globally. What were some key strategies adopted? (CO5,K2)

Or

- (b) Explain how popular culture and consumerism are linked. Discuss using examples from music, films, or advertising. (CO5,K1)

Part C (5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Discuss the role of empathy and managing anxiety in developing intercultural communication competence. How can we apply these insights in real-world contexts? (CO1, K4)

Or

- (b) Compare individualistic vs collectivist cultures. How do these orientations influence conflict styles and intercultural adjustment according to various communication theories? (CO1,K1)

17. (a) Discuss ways for audiences to assess credibility and minimize exposure to misinformation spread via modern media. (CO2,K1)

Or

- (b) Explain how social media creates spaces for diasporic communities to maintain transnational relationships and identities. (CO5,K5)

18. (a) Apply the circuit of culture model to analyse a music video or consumer advertisement of your choice? (CO2,K2)

Or

- (b) Examine race-related biases, stereotypes, and discrimination prevalent in digital media platforms and online public discourse. (CO3,K2)

19. (a) Discuss how online communities provide resources for identity formation and self-expression for marginalized youth. (CO4, K2)

Or

- (b) Analyze how museums and memorials mediate the production and consumption of official cultural memories and histories. (CO5, K4)

20. (a) Examine persuasion strategies used in social marketing campaigns related to health or prosocial issues. (CO5,K3)

Or

- (b) Evaluate the governments globally use digital media and surveillance technology to exercise soft power and social control. (CO4,K1)

R0914

Sub. Code

515202

M.A. DEGREE EXAMINATION, APRIL – 2024

Second Semester

Journalism and Mass Communication

COMMUNICATION THEORIES AND MODELS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. The process of sending and receiving messages between two or more people is known as: (CO1, K1)
(a) Encoding (b) Decoding
(c) Communication (d) Feedback
2. Which of the following is NOT a function of communication? (CO1, K1)
(a) Control (b) Entertainment
(c) Motivation (d) Persuasion
3. Which model of communication focuses on the sender, message, channel and receiver? (CO2, K3)
(a) Osgood-Schramm model
(b) Shannon-Weaver model
(c) Berlo's SMCR model
(d) Transactional model

4. Who developed the mathematical model of communication? (CO2, K2)
- (a) Wilbur Schramm
 - (b) Harold Lasswell
 - (c) Shannon and Weaver
 - (d) Theodore Newcomb
5. Which theory states that media has a direct, immediate and powerful effect on its audiences? (CO3, K4)
- (a) Cultivation theory
 - (b) Media hegemony
 - (c) Hypodermic needle theory
 - (d) Two-step flow theory
6. The knowledge gap theory states that information from media tends to reach _____ first. (CO3, K3)
- (a) Lower socioeconomic groups
 - (b) Higher socioeconomic groups
 - (c) Rural audiences
 - (d) Urban audiences
7. Which theory suggests that people can learn new behaviors by observing others? (CO1, K1)
- (a) Social cognitive theory
 - (b) Elaboration likelihood model
 - (c) Theory of reasoned action
 - (d) Cognitive dissonance theory

8. The elaboration likelihood model proposes two routes to persuasion - central and _____. (CO2, K2)
- (a) logical (b) peripheral
(c) emotional (d) reasoned
9. Which theory argues that Western media dominates global communication flows? (CO2, K2)
- (a) Propaganda theory
(b) Media imperialism
(c) Public sphere theory
(d) NWICO
10. The MacBride Commission report called for a (CO3, K3)
- (a) New World Information Order
(b) Global media monopoly
(c) Restriction on press freedom
(d) Media imperialism model

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain the key elements of the communication process. Discuss the importance of feedback in effective communication. (CO1, K4)

Or

- (b) Describe the roles of encoding and decoding in the communication process. How can barriers lead to problems with encoding or decoding messages? (CO3, K1)

12. (a) Explain Aristotle's model of communication and its influence on later models. What are some weaknesses of this linear model? (CO3, K3)

Or

- (b) Compare and contrast the hypodermic needle and two-step flow theories of media effects. What evidence supports each theory? (CO4, K2)
13. (a) Explain the cultural imperialism theory and its relevance in today's globalized media environment. (CO4, K2)

Or

- (b) Describe the concept of public sphere. How has the Internet and social media impacted the public sphere? (CO1, K1)
14. (a) Compare central and peripheral routes to persuasion in the elaboration likelihood model. Give examples of each. (CO3, K3)

Or

- (b) What is media convergence? Discuss its implications on media content, industries and audiences. (CO4, K4)
15. (a) Discuss the history and recommendations of the MacBride Commission report on global communication. (CO5, K3)

Or

- (b) Discuss the benefits and challenges of globalization and international communication flows. (CO1, K1)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Discuss in detail the various elements and processes involved in communication. Explain with examples how communication can break down at each stage of the process. (CO1, K4)

Or

- (b) Describe Wilbur Schramm's model of communication. How does it build upon earlier linear models? Discuss its applications and limitations. (CO2, K1)
17. (a) Critically evaluate George Gerbner's cultivation theory. Discuss key studies that support and contradict this model of media effects. (CO4, K2)

Or

- (b) Explain agenda-setting theory and framing. Use examples to demonstrate how the media filters and shapes news and public discourse. (CO3, K3)
18. (a) Explain the diffusion of innovations theory. Use examples to illustrate how media spreads new ideas, technologies or cultural trends. (CO4, K2)

Or

- (b) Explain uses and gratification theory. How is it relevant in understanding modern interactive and social media use? (CO4, K1)

19. (a) Explain gate keeping and its consequences on the diversity of voices and views represented in the media. (CO5, K3)

Or

- (b) Explain the two-step flow theory of communication. Use examples to demonstrate opinion leadership roles in influencing public attitudes. (CO1, K1)
20. (a) Explain selective exposure theory and its impact on political polarization and echo chambers online. (CO4, K1)

Or

- (b) Explain the propaganda model by Chomsky and Herman. Discuss its relevance in the age of digital platforms and social media. (CO5, K3)
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R0915

Sub. Code

515203

M.A. DEGREE EXAMINATION, APRIL – 2024

Second Semester

Journalism And Mass Communication

Elective: ADVERTISING AND PUBLIC RELATIONS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** following objective questions by choosing the correct option.

1. What is the key objective of crisis management in Public Relations? (CO1,K1)
 - (a) Profit generation during crises
 - (b) Minimizing negative impact on the organization
 - (c) Expanding market share
 - (d) Ignoring the crisis until it resolves itself

2. What is the primary purpose of a press release in Public Relations? (CO1,K1)
 - (a) Generating profits
 - (b) Providing detailed product information
 - (c) Building relationships with stakeholders
 - (d) Issuing timely and newsworthy information

3. In the context of advertising, what does the term “ROI” stand for? (CO2,K3)
- (a) Return on Investment
 - (b) Reach of Impressions
 - (c) Ratio of Impact
 - (d) Real-time Outreach
4. Which of the following is a common ethical consideration in Public Relations? (CO2,K2)
- (a) Excessive advertising spending
 - (b) Deceptive communication practices
 - (c) Ignoring customer feedback
 - (d) Strict adherence to competitors’ strategies
5. What role does a slogan play in advertising? (CO3,K4)
- (a) Concluding the advertisement
 - (b) Identifying the target audience
 - (c) Capturing the brands essence in a memorable phrase
 - (d) Providing detailed product features
6. In Public Relations what is the purpose of a rejoinder? (CO3,K3)
- (a) Acknowledging positive feedback
 - (b) Responding to criticism or incorrect information
 - (c) Initiating a new PR campaign
 - (d) Creating brand awareness

7. What distinguishes industrial advertising from other forms of advertising? (CO4,K1)
- (a) Targeting individual consumers
 - (b) Focusing on government agencies
 - (c) Promoting industrial machinery and products
 - (d) Ignoring digital media platforms
8. In the realm of Public Relations, what does the acronym NGO stand for? (CO4,K4)
- (a) National Government Organization
 - (b) Non–Governmental Organization
 - (c) New Global Outreach
 - (d) National Growth Opportunity
9. What is the primary focus of political advertising? (CO5,K5)
- (a) Promoting social causes
 - (b) Encouraging voter turnout
 - (c) Selling political merchandise
 - (d) Enhancing the image of a political candidate or party
10. What role do visuals play in advertising layout? (CO5,K3)
- (a) Providing detailed information
 - (b) Capturing attention and interest
 - (c) Concluding the message
 - (d) Identifying the target audience

Part B

(5 × 5 = 25)

Answer **all** the questions, not more than 500 words each.

11. (a) Explain the significance of the press conference.
(CO1,K2)

Or

- (b) What is meant by image building in public relations?
(CO1,K1)
12. (a) What are the differences between In-house PR and a PR consultancy?
(CO2,K1)

Or

- (b) Compare the product publicity in print media with visual media.
(CO2,K2)
13. (a) Analyze how political PR works affect the society.
(CO3,K4)

Or

- (b) Identify the main components of public relation ethics.
(CO3,K5)
14. (a) Make a critical appraisal on the role of children in advertisements.
(CO4,K2)

Or

- (b) Explain different types of advertisements. (CO4,K1)

15. (a) Discuss the importance of copywriters in advertising. (CO5,K2)

Or

- (b) Evaluate how lobbying works in business PR. (CO5,K1)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Explain the duties of the public relation department in an organization. (CO1,K4)

Or

- (b) Evaluate how effectively the new media can be used for sales promotion and marketing? (CO1,K1)

17. (a) Enumerate different techniques of brand promotion. (CO2,K1)

Or

- (b) Comment your views on how the PR team manages the public image of film stars. (CO2,K2)

18. (a) Discuss the importance of crisis management in public relations. (CO3,K1)

Or

- (b) The role of women in advertising promotes stereotypes. Justify. (CO3,K3)

19. (a) What are the things to keep in mind to create a good layout for an advertisement? (CO4,K2)

Or

- (b) Analyze the new trends in corporate advertising. (CO4,K1)

20. (a) Explain the role of advertising in bringing social awareness. (CO5,K4)

Or

- (b) Explain about advantages and disadvantages of television advertising. (CO5,K3)

R0916

Sub. Code

515401

M.A. DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Journalism And Mass Communication

COMMUNICATION RESEARCH

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Testing hypothesis is a _____ (CO1,K1)
 - (a) Inferential Statistics
 - (b) Descriptive Statistics
 - (c) Data Preparation
 - (d) Data Analysis

2. Which of the following is not an essential element of report writing? (CO1,K1)
 - (a) Research Methodology
 - (b) Reference
 - (c) Conclusion
 - (d) None of these

3. A Common test is research demands much priority on (CO2,K3)
 - (a) Reliability
 - (b) Usability
 - (c) Objective
 - (d) All of the above

4. Action Research Means. (CO2,K2)
- (a) A Longitudinal Research
 - (b) A research with socioeconomic objective.
 - (c) A research initialed to solve an immediate problem
 - (d) An applied research
5. Which of the following is a problem associated with survey research. (CO3,K4)
- (a) The problem of objectivity
 - (b) The problem of going naïve
 - (c) The problem of omission
 - (d) The problem of robustness
6. What is the full form for TRP? (CO3,K3)
- (a) Tam Rating programme
 - (b) Television Rating Point
 - (c) Television Research Point
 - (d) Target Rating Point
7. Preliminary data collection is a part of (CO4,K1)
- (a) Descriptive Research
 - (b) Exploratory Research
 - (c) Applied Research
 - (d) Explanatory Research

8. Research refers to the search for (CO5,K5)
- (a) Information
 - (b) Knowledge
 - (c) Analysis
 - (d) Solutions for problems
9. A research hypothesis can take either. (CO5,K5)
- (a) Declarative form
 - (b) Null form
 - (c) Question form
 - (d) All of the above
10. Media Research is related to (CO5,K3)
- (a) Primary –data collection
 - (b) Secondary data collection
 - (c) Copy testing technique
 - (d) Raw data and facts

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain the definition and Elements of Research?
(CO1,K2)

Or

- (b) Explain the importance of Review of literature?
(CO1,K2)

12. (a) What is the primary data collection methods?
(CO2,K1)

Or

(b) What is Content Analysis. Explain? (CO2,K2)

13. (a) What is audience Research? (CO3,K4)

Or

(b) Examine the key elements of Communication research. (CO3,K5)

14. (a) Explain different stages of survey research.
(CO4,K2)

Or

(b) Discuss the procedure for Advertisement and market research. (CO4,K1)

15. (a) Explain different levels of measurement with examples. (CO5,K2)

Or

(b) What are the independent and dependent variable? Explain with examples. (CO5,K1)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) What is communication research and explain various phase of media research? (CO1, K4)

Or

- (b) Explain mass media research and scientific method? (CO1,K1)

17. (a) What is a sample? Explain non-probability sampling methods and their limitations. (CO2,K1)

Or

- (b) Why Data analysis is important in research? Explain? (CO2,K2)

18. (a) Elaborate the four phase of mass media research. (CO3,K1)

Or

- (b) What is case study research? Explain any three purpose of case studies in communication research? (CO3,K3)

19. (a) How media Research in inter disciplinary nature?
(CO4,K2)

Or

(b) What is the primary data dive Example? (CO4,K1)

20. (a) Why Data analysis in important in research?
Explain? (CO5, K4)

Or

(b) What are the characteristics of scientific research?
Explain the silent aspect of each of the
characteristics? (CO5,K3)

R0917

Sub. Code

515402

M.A. DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Journalism and Mass Communication

NEW MEDIA STUDIES

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct answer.

1. What is the primary characteristic of New Media Technology? (CO1, K1)
 - (a) Traditional formats
 - (b) Offline communication
 - (c) Interactivity and digital content
 - (d) Print-based information

2. Technology which is central to the development of Augmented Reality (AR) in New Media. (CO3, K4)
 - (a) Virtual Reality (VR)
 - (b) Artificial Intelligence (AI)
 - (c) Blockchain
 - (d) 5G technology

3. What characterizes an Information and Knowledge Society? (CO2, K1)
- (a) Heavy reliance on traditional media
 - (b) Limited access to information
 - (c) Wide dissemination of digital information
 - (d) Exclusively oral communication
4. What role does social media play in shaping an Information and Knowledge Society? (CO5, K4)
- (a) Isolation of individuals
 - (b) Restriction of communication channels
 - (c) Facilitation of global connectivity and information sharing
 - (d) Elimination of interpersonal relationships
5. The term for the phenomenon where people create online communities based on shared interests? (CO1, K1)
- (a) Digital divide (b) Social fragmentation
 - (c) Social networking (d) Cultural isolation
6. What is a key feature of social media that enhances communication? (CO2, K1)
- (a) One-way communication
 - (b) Face-to-face interactions
 - (c) Real-time interactivity
 - (d) Limited access to information

7. What term is commonly used to describe unequal access to information and knowledge among different social groups? (CO3, K4)
- (a) Information Parity
 - (b) Knowledge Inclusion
 - (c) Information Divide
 - (d) Knowledge Equality
8. What does “ICT” stand for? (CO1, K1)
- (a) Internet and Computer Technology
 - (b) Information and Communication Technology
 - (c) International Computer Tools
 - (d) Intelligent Communication Techniques
9. What is a common ethical concern related to user-generated content on social media platforms? (CO1, K2)
- (a) Inadequate advertising
 - (b) Cyberbullying
 - (c) Offline transactions
 - (d) Print media bias
10. What is a key concern related to “deepfake” technology? (CO3, K4)
- (a) Unauthorized data access
 - (b) E-commerce fraud
 - (c) Internet censorship
 - (d) Manipulation of digital content to create realistic but fake videos or images.

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain about media convergence with example.
(CO1, K1)

Or

- (b) Explain the Features and Trends in New media.
(CO2, K3)

12. (a) Discuss about Post-Industrialist Society. (CO3, K1)

Or

- (b) How does the Information and Knowledge Society differ from previous societies in terms of communication?
(CO1, K1)

13. (a) Elaborate the impact of new media on traditional media.
(CO2, K3)

Or

- (b) Explain cultural alienation. (CO2, K4)

14. (a) Explain knowledge gap theory. (CO1, K1)

Or

- (b) Discuss about Post Modernism. (CO3, K2)

15. (a) Explain the privacy policy in new media. (CO5, K2)

Or

- (b) Discuss about Pornography and IT policies.
(CO5, K1)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Explain the structure and functions of new media Technology. (CO3, K3)

Or

- (b) Discuss the impact of new media technology on traditional media. (CO2, K1)

17. (a) Explain any Three Information Society Theories. (CO1, K1)

Or

- (b) What does the term “digital literacy” mean in the context of an Information and Knowledge Society. (CO2, K2)

18. (a) Explain about Internet Dependency Theory and Networking Theory. (CO3, K3)

Or

- (b) Discuss the roles and functions of National Knowledge Commission. (CO1, K1)

19. (a) How does the new media theory emphasize the role of the audience in creating meaning? (CO5, K4)

Or

- (b) Explain the Use of ICT for Social Transformation. (CO1, K1)

20. (a) Discuss on information Bill and Regulations. (CO1, K2)

Or

- (b) Explain the types of Cyber Crime Activities happening in India. (CO3, K4)

R0918

Sub. Code

515404

M.A. DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Journalism and Mass Communication

Elective: POLITICAL COMMUNICATION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Which of the following groups advises on financial matters related to the distribution of net proceeds between the States? (CO1, K1)
 - (a) Planning Commission
 - (b) Finance Commission
 - (c) Cabinet Committee
 - (d) NITI Aayog

2. In the Union Budget, expenditures that cannot be postponed are classified under which section? (CO1, K1)
 - (a) Plan Expenditure
 - (b) Non-Plan Expenditure
 - (c) Revenue Expenditure
 - (d) Capital Expenditure

3. Which act regulates production, supply, and distribution of essential commodities? (CO2, K3)
- (a) Companies Act (b) Essential Commodities Act
(c) MRTP Act (d) FERA Act
4. Which economic policy reduced license raj and aimed at liberalization? (CO2, K2)
- (a) Look East policy (b) New economic policy
(c) Make in India (d) Skill India
5. Which of the following is a key source for news on corporate annual reports and AGMs? (CO3, K4)
- (a) Chambers of Commerce
(b) Commodities Markets
(c) Corporate Executives
(d) Money Markets
6. Where can one find news on latest RBI policies and interest rate changes? (CO3, K3)
- (a) Share Markets (b) Chambers of Commerce
(c) RBI Reports (d) Industrial Executives
7. Which of the following led to new trends in business journalism? (CO4, K1)
- (a) Satellite Networks
(b) Ethics in Reporting
(c) Money Markets
(d) Information Technology

8. What is the concept of evaluating corporate social responsibility? (CO4, K4)
- (a) Money Market
 - (b) Social Audit
 - (c) Commercial Database
 - (d) Business Ethics
9. Which industry plays a major role in food production and rural economy? (CO5, K5)
- (a) Chemical (b) Steel
 - (c) Electronics (d) Agro-industries
10. Which industry saw growth due to rising IT sector and technological advancements? (CO5, K3)
- (a) Electronics (b) Cement
 - (c) Power (d) Chemical

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Explain the role and functions of the Planning Commission and Finance Commission in India's financial system. (CO1, K2)

Or

- (b) Explain the New Economic Policy of 1991 and its impact on reducing state regulations and promoting the role of Indian corporate conglomerates. (CO1, K1)

12. (a) Explain the roles of different players like RBI, commodities markets, corporate sector etc. in generating news on business, finance and industry.
(CO2, K1)

Or

- (b) Explain the concept of social audit and the ethics of business reporting – whether it should play a servant or watchdog role.
(CO2, K2)
13. (a) Explain globalization's impact on the role of state and rise of economic power of multinationals.
(CO3, K4)

Or

- (b) Explain the need and methods of regulating monopolies and restrictive trade practices in India.
(CO3, K5)
14. (a) Explain the causes, processes and impacts of liberalization and privatization of the Indian economy since 1991.
(CO4, K2)

Or

- (b) Explain the trends and impacts of migration of labour and outsourcing of services from developed to developing countries.
(CO4, K1)
15. (a) Explain food security in India looking at issues like production, procurement, storage and public distribution.
(CO5, K2)

Or

- (b) Explain the functioning of Indian banking system – the roles of RBI, different types of banks, NPA issues, reforms required.
(CO5, K1)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Critically analyze the tax structure in India – direct and indirect taxes, tax rates, collection and administration. Suggest reforms required. (CO1, K4)

Or

- (b) Explain the reform process undertaken in the Indian banking sector after 1991. Discuss achievements and failures, current issues and challenges. (CO1, K1)

17. (a) Explain the roles and functions of SEBI. Discuss the reforms introduced and their impact on investor protection and development of the securities market. (CO2, K1)

Or

- (b) Critically analyze India's exchange rate policy after 1991. Discuss the shift from fixed to market determined rates and its impact. Suggest policy changes required. (CO2, K2)

18. (a) Discuss the restructuring of centre-state financial relations after 1991. Explain the change in role and resource sharing between the Planning Commission, Finance Commission and NITI Aayog. (CO3, K1)

Or

- (b) Discuss TRIPS, TRIMS and GATS – provisions, India's commitments and their impact on domestic policymaking, production patterns and welfare. (CO3, K3)

19. (a) Critically review government food management schemes in India – procurement, storage, public distribution and price stabilization. Suggest reforms.

(CO4, K2)

Or

- (b) Explain the emergence and growth of Indian media with reference to main players, ownership patterns, regulations and ethics.

(CO4, K1)

20. (a) Explain the trends, causes and socio-economic effects of child labour in India. Discuss policy interventions required.

(CO5, K4)

Or

- (b) Discuss India's relations with USA, China, Pakistan and other neighbours. Explain sources of conflict and cooperation. Suggest foreign policy initiatives.

(CO5, K3)
