



MID SEMESTER TEST – II
AUTUMN 2024-25 (Jan- 2025)

Name of Program - PhD
Course Name – DSE Journalism & Mass Communication
Course Code - JM20P104

Max. Duration: 1.5 hrs

Max. Marks: 30

SECTION – A

1. Objective Type Questions (ALL QUESTIONS ARE COMPULSORY) (5X1 = 05)

- a) When was the First Press Commission Appointed?
- | | |
|-----------|----------|
| i. 1956 | ii. 1972 |
| iii. 1952 | iv. 1962 |
- b) Who was the Chairman of Second Press Commission?
- | | |
|-----------------|-----------------------|
| i. P.K. Gosami | ii. K.K Mathew |
| iii. P.V.Gadgil | iv. G.S. Rajadhyaksha |
- c) The Objective behind the appointment of Second Press Commission was:
- | | |
|-----------------------|--------------------------------------|
| i. To safeguard Press | ii. To establish journalistic ethics |
| iii. To control Press | iv. All of the above |
- d) All India Radio was came in existence in :
- | | |
|-----------|----------|
| i. 1930 | ii. 1936 |
| iii. 1931 | iv. 1932 |
- e) What is the full form of NWICO?
- | | |
|--|--|
| i. New World Intelligence Command Order | ii. News Width Information Classification Operations |
| iii. New World information and Communication Order | iv. None of the above |

SECTION – B

2. Short Answer Type Questions (Attempt any THREE) (3X5 =15)

- a) What are the main objectives behind the appointment of First Press Commission?
- b) Define Public Relations and underline the main functions of PR?
- c) Underline the role and recommendations of MaC Bride commission?
- d) Write down the steps of effective Media Planning? With suitable Examples.
- e) Write short note on any three; NWICO, RNI, PRSI, IPRA, ABC

SECTION – C

3. Long Answer Type Questions (Attempt any ONE) (1X10 =10)

- a) Assess the role of Press Council of India after independence.
- b) Analyze the role of Media in the development of third world countries after World War II.