

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2021

Course: Global media Scenario
Program: BADM
Course Code: SMBA 1008

Semester: II
Time 03 hrs.

Max. Marks: 100

SECTION A

- 1. Each Question will carry 5 Marks**
- 2. Instruction: Define the following terms/Complete the statement / Select the correct answer(s)**

S. No.	Question	CO
Q 1	Which term from our discussion on localization best describes this scenario? An Indian woman prefers to watch dramas from Pakistan rather than Germany. a. Hybridity b. Cultural Proximity c. Media Imperialism d. Horizontal integration	CO3
Q2	Based on our discussion on Indian film success in China, media globalization, _____ simplify customs regulations and taxes for media goods. a. Global institutions b. The logic of accumulation c. Trade agreements d. All of the above	CO4
Q3	According to Henry Jenkins, media _____ means flow of ___ across multiple media _____. In class, we studied an aspect of this convergence in _____ storytelling. Disney’s _____ film enterprise exemplifies this form of storytelling.	CO3
Q4	In consideration of the "everydayness" of the activities that we do on the Internet that can now be tracked and quantified, which could be of interest to a big data collector? (Select ALL that apply.) a. Online shopping b. Googling health questions c. Liking posts on Instagram d. Sharing political articles on Twitter	CO2
Q5	Select all the correct statements from the options below: Signs of globalization include: a. Rise of multinational corporations & conglomerates b. Movement of people c. Internationalization of production	CO1
Q6	In class, we looked at _____ 2012 incident to discuss global networks of media activism. The campaign was criticized because _____ and _____.	CO3

SECTION B

- 1. Each question will carry 10 marks**
- 2. Instruction: Write short / brief notes of 150-200 words each**

Q 1	Disney's takeover of 20 th Century fox is an example of what kind of business integration? Explain in detail.	CO1
Q 2	What does the term glocalization mean? Explain the term using the case study discussed in class with regards to MTV.	CO1
Q 3	What is media franchising? Based on our class discussion on reality TV, give a detailed example media franchise and its business model.	CO2
Q 4	Explain the rise of Zee TV in diasporic Indian markets in the 1990s-early 2000s.	CO3
Q 5	What does Arjun Appadurai mean by the term mediascape? How is it linked with our discussion on globalization?	CO2
Section C		
<ol style="list-style-type: none"> 1. Each Question carries 20 Marks. 2. Instruction: Write long answer. 3. Word limit: 500-700 words 		
Q1	<p>What does the statement: "Data is the new oil" mean? Do you agree with this statement? Using two detailed examples, explain how your digital identity is mined by companies and governments.</p> <p style="text-align: center;">OR</p> <p>Write in detailed note on the rise of global media empires using Murdoch's NewsCorp.</p>	CO2

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