

भारतीय जनसंचार संस्थान
INDIAN INSTITUTE OF MASS COMMUNIATON

प्रवेश परीक्षा-2009

Entrance Examination - 2009

विज्ञापन और जनसम्पर्क में स्नातकोत्तर डिप्लोमा पाठ्यक्रम
PG Diploma Course in Advertising and Public Relations

Total Marks:85

पूर्णांक-85

Time: 2 Hours

समय -2 घंटे

Note - Answer all questions. No additional answer sheet will be provided.

नोट- सभी प्रश्नों के उत्तर दीजिए। दी गई उत्तर पुस्तिका के अलावा कोई अतिरिक्त उत्तर पुस्तिका उपलब्ध नहीं कराई जाएगी।

Q. 1 Select any **one** issue from the following and give your views on how the problem could be tackled through communication efforts: (20 Marks)
निम्नलिखित में से किसी एक मुद्दे पर अपने विचार व्यक्त करते हुए बताइए कि इसे संचार की मदद से कैसे सुलझाया जा सकता है?

- a) Child Abuse
क. बाल शोषण
- b) Superstition
ख. अंधविश्वास
- c) Woman stereotypes in Media
ग. मीडिया में महिलाओं की स्टीरियो टाइप छवि
- d) Voter apathy
घ. मतदाताओं की उदासीनता

Q. 2 Choose any **two** competing brand pairs and assess their brand communication: (20 Marks)
निम्नलिखित प्रतियोगी ब्रांडों में से किन्ही दो का चुनाव कीजिए और उनके ब्रांड संचार के बारे में अपनी राय लिखिए:

- a) Aamir Khan Vs Shahrukh Khan
क. आमिर खान बनाम शाहरुख खान
- b) Aaj Tak Vs Doordarshan
ख. आज तक बनाम दूरदर्शन
- c) Dish TV Vs DD Direct Plus
ग. डिश टीवी बनाम डी डी डायरेक्ट प्लस
- c) Sourav Ganguly Vs Brendon McCullum
घ. सौरव गांगुली बनाम ब्रेन्डन मैकुलम

Q. 3 Choose any one of the following films and give a critical review of the same:
निम्नलिखित में किसी एक फिल्म की समीक्षा अधिकतम 250 शब्दों में लिखिए: (15 Marks)

- a) Jodha Akbar
क. जोधा अकबर
- b) A Wednesday
ख. ए वेडनसडे
- d) Dashavatar
ग. दशावतार
- c) Gulaal
घ. गुलाल

OR / या

Is it proper to have children participate in reality shows? Discuss.
क्या रियलिटी शोज में बच्चों की भागीदारी उचित है? चर्चा कीजिए।

Q. 4 Write not more than 200 words on any three of the following topics:
निम्नलिखित में से किन्हीं तीन पर अधिकतम दो सौ शब्दों में लिखिए : (15 Marks)

- a) Political Advertising
क. राजनीतिक विज्ञापन
- b) Impact of recession on Indian Media
ख. भारतीय मीडिया पर मंदी का प्रभाव
- d) Obama's Policy on outsourcing
ग. आउटसोर्सिंग पर ओबामा प्रशासन की नीति
- c) Propaganda Vs Public Relations
घ. प्रचार बनाम जनसम्पर्क
- e) Surrogate Advertising
ङ. छद्म विज्ञापन

Q. 5 Rewrite to improve the readability of the following:
निम्नलिखित गद्यांश को पठनीय हिन्दी में लिखिए : (15 Marks)

A recent economic study has revealed lower level on transparency of Yemeni companies and economic institutions. The study's results, announced last March 29, in a workshop organized by Yemeni Polling Center (YPC) in Sana'a, suggested that 60.5 percent of companies refuse to reveal or announce their profits.

The study also revealed that 57,5 percent of the companies do not reveal on their greatest share holders. In return, 67 percent of these companies announce their strategies and aims. The study, which was made on the corporate governance, was conducted in five governorates, the Capital

Sana'a, Aden, Hudeidah, Taiz and Hadramout. Targeting 200 companies, the study defined the corporate governance as regulations and rules defining relation between the company and the share holders, owners of interests and parties linking them. These definitions include the framework of setting up the company's aims and means of realizing them as well as monitoring performance.

The study concluded that 76.5 percent of studied companies are carrying out their interior and exterior financial accounting under the supervision control of their board councils. However, 43 of these companies support having law or by-law on the governance bending all to carry them out. Presented by the Head of YPC Hafez al-Bukari, the study suggested that 35.7 of Yemeni insurance companies are controlled and sponsored by their board councils. Comparing to others, the study shows that 100% of the telecommunication companies reveal their strategies and aims.

The study, which was carried out in the framework of the project of corporate governance, implemented in collaboration with special international projects and Yemeni Businessmen Club, shows only 14.3 percent of companies families have office organize and managing their affairs. In the workshop, results of law environment to governance showed that governance regulations in Yemen are basically implemented on a small number of bodies of great scale, mainly contributing companies. These regulations are also focusing on the companies of public sector and on very small number of the greatest foreign companies.