

SECTION A (50 MARKS)
ANSWER ALL QUESTIONS

Question 1

- a) For each question, there are four alternatives: A, B, C and D. Choose the correct alternative and circle it. Do not circle more than ONE alternative. If there are more than one choice circled, NO score will be awarded [10]
- i. Which of the following best supports the claim that traditional media is reliable to the consumers?
- A mass production
 - B information laden
 - C ethical news reporting
 - D successful communication
- ii. On hearing about a forest fire, a reporter rushes immediately to the spot to cover the news. The most relevant journalistic trait shown by the reporter is
- A sensitive.
 - B protective.
 - C competitive.
 - D professional.
- iii. A journalist approaches the Minister of Economic Affairs to learn about the fuel price hike. The findings and necessary information is then used for news publication.
- Which principle of journalism is being practiced by the journalist in the scenario?
- A truth and accuracy
 - B non-discrimination
 - C protection of sources
 - D fairness and impartiality
- iv. A BBS reporter was the first to arrive at Sarpang town after a heavy afternoon storm had swept through the town. The footage was aired that night on BBS1.
- The above situation best shows the characteristics of
- A timeliness.
 - B popularity.
 - C uniqueness.
 - D prominence.
- v. Which part of the inverted pyramid is given below?
- A lead
 - B body
 - C detail
 - D headline
- The Druk Party president visited her constituency yesterday to assess the damages caused by the flash flood.

- vi. A society is blessed if media provides opportunities to the people to reflect on themselves and honour the ideals of democracy through multiple information and objectives. Which one of the following fulfils the above provision?
- A pluralistic media
 - B alternative media
 - C commercial media
 - D mainstream media
- vii. With the advent of e-books and audio books, Pema is seen using her smart phone instead of books to keep up her love for reading.
The shift in her mode is due to
- A social media.
 - B globalized media.
 - C media conglomerates.
 - D technological convergence.
- viii. The provision for the approval of the establishment of a new printing firm in Bhutan is granted by
- A BICMA.
 - B Anti-Trust Laws.
 - C Bhutan Media Foundation.
 - D Article 7 of the Constitution of Bhutan.
- ix. As the rating of prime time programmes on the broadcast media increases, the revenue for media houses from advertising during the prime time telecasts becomes
- A less.
 - B more.
 - C average.
 - D expensive.
- x. An alternative media differs from the mainstream media as it targets
- A local audience.
 - B youth audience.
 - C national audience.
 - D international audience.

- b) Read the following statements and fill in the blanks with the most appropriate word. [6]**

i.	Writing on stones was one of the first signs of _____ origination.	
ii.	Unlike the traditional media, new media allows flexible _____ process.	
iii.	Print media allows _____ communication.	
iv.	Nima's popularity as a travel blogger is growing due to his informative posts. Therefore Nima is a _____ journalist.	
v.	Khorlo Furniture Unit publishes a printed document containing a report of their past productions and upcoming programmes. This document is called _____.	
vi.	News consumers who produce and publish news are _____ journalists.	

- c) Write TRUE or FALSE against each statement given below. [10]**

i.	One of the features of globalized media is cultural integration. _____	
ii.	Cultural stereotyping is adopting a popular culture and diluting native culture. _____	
iii.	Alternative media seek large-scale viewpoints. _____	
iv.	Bhutanese fans mourning the death of K-Pop singer is an example of cultural homogenization. _____	
v.	Alternative media is dominated by a large number of transnational media. _____	
vi.	Media facilitates to achieve political mileage. _____	
vii.	BBS radio is an example of mainstream media. _____	
viii.	Access to global media cultivates cultural tolerance in the audience. _____	
ix.	KYD Radio promotes elite journalism in Bhutan. _____	
x.	Japanese association with politeness is an example of cultural tolerance. _____	

- d) Match each item under column A with the most appropriate item in column B. [4]
Write the correct alphabet in the space provided under the 'answer' column.

COLUMN A	COLUMN B	ANSWERS	
i. Orientation of a journalist on the system of government and the culture of a country	a. offshoring		
ii. Dawa uses virtual tools to gather information for the school concert	b. technology		
iii. A journalist in BBS prioritizes news items before making it public	c. civic literacy		
iv. Printing a document in Kolkata because of cheaper rates	d. news judgment		
	e. story telling		

- e) Answer the following questions briefly.

- i. New media shares similar features with traditional media but is unique in terms of a few characteristics. Explain any **TWO**. [2]

- ii. Do you think digital media is creating one global culture? Justify your stand with **THREE** points. [3]

- iii. Research ethic is an indispensable part of journalism. Briefly explain the significance of any **THREE** ethics. [3]

- iv. All media persons should have the social obligation towards the interest of the people and the country. Explain the statement with **TWO** points. [2]

- v. Media houses welcome advertisements with open arms. In light of the statement, list **TWO** justifications to support the statement. [2]

- vi. Do you think global media poses a threat to Bhutanese culture? Support your stance with **THREE** justifications. [3]

vii. Briefly explain **THREE** points on how blogging serves the purpose of alternative media. [3]

viii. List **TWO** ways to boost the popularity of radio amongst the youth.

[2]

SECTION B (50 MARKS)
ANSWER ALL QUESTION

Question 2



Yoezer, the founder of *The Zapto*, a delivery service vendor recounts how she struggled to market her service in the initial days of her service delivery establishment.

Later with the Facebook account her business boomed and customers increased manifold. Today she has a wide market of customers and her target consumers are all over Bhutan.

- a) With reference to the case study given above, explain **THREE** roles of social media in boosting entrepreneurship.

[6]

- b) There is a cultural variety show on 25th July in Rigpa Higher Secondary School. [7]
Your parents are attending guests. Design a print form of invitation with a program list. Remember to mention your parents with some DOs and DON'Ts. The invitation must include: relevant content, significant details, creativity and illustration.

--	--

Question 3



<http://www.clipartsuggest.com>

- a) Rise of conflict between media houses and journalists is common in most media firms. Examine **THREE** ways to avoid such conflicts while maintaining a balance between commercial interests and professional mandate.

[6]

- b) Read the given news story and answer the questions i, ii and iii.

December 14th Page 3

Blackout in Taba

By staff Reporter

The residents of Taba area have been experiencing a power blackout since 7th December when a nearby electric pole sparked with a blast.

The BPC officials discovered the cause as a short circuit in

the main distribution pole due to water pipe leakage in the area. Residents complained of cold and difficulty in the absence of heating mechanism. Function of schools and institution in the area are also reported to be affected. Restoration works

are underway on an emergency basis. However, progress seems to be hindered due to continuous flow of traffic from Taba to Jungshina| and motorists, especially the truck drivers are uncooperative.

Adapted from slideplayer.com

- i. Explain the significance of the feature of a lead paragraph citing examples from the article. [2]

- ii. Identify any **ONE** of the ethics of journalism missing in the article. How would you rephrase the story to overcome the missing ethic? [2]

- iii. Do you think the news is credible? Write **TWO** justifications for your answer. [2]

Question 4

- a) The television channels in Bhutan are flooded with foreign contents leading to a consumerist society. As a BBS producer, how would you encourage commoditizing the local media contents? Briefly explain **THREE** ways. [6]

b) Globalized media has multiple roles, such as meeting your long lost friend on Facebook. Using its role of connectivity, briefly describe how the media facilitated the meet? [6]

- c) With the growth of academic research in schools today, do you think the students are liable to academic crime? With reference to the concept of Intellectual Property Rights, justify your stance with **FOUR** points [4]

[illegible]

Question 5

- a) With reference to the rise of popular culture, write an article of 150 words for the Editorial column of Kuensel, highlighting the power of Bhutanese songs and music in contrast to popular culture. [4]

[illegible]

