



PG – 517

**III Semester M.Com. Degree Examination, January/February 2026
(CBCS) (2021 – 22 Onwards)
COMMERCE**

Paper – 3.1 : Intellectual Property Rights

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** out of ten. **Each** question carries **two** marks. **(7×2=14)**

- Mention any two rights of a Patentee.
- What is Assignment of Copyright ?
- Define Cinematograph.
- What is the purpose of the Designs Act, 2000 ?
- Mention any two examples of GI products.
- What are layout designs in semiconductor chips ?
- State any two functions of the controller general of patents, designs and trademarks.
- What is meant by "Surrender of Patent" ?
- Define plant variety protection.
- What is meant by registration of trademarks ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

- Explain the concept of copyright and its subject matter.
- Describe the rights and duties of a patentee.
- Explain the procedure for registration of a trademark.
- Write an overview on infringement and remedies under the Trademarks Act, 1999.
- Explain the meaning and scope of Industrial Designs under the Designs Act, 2000.
- Discuss the procedure for registration of geographical indications.

P.T.O.



SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks.

(2×12=24)

8. Elaborate on trademarks : types of marks, registration process, rights of the holder, infringement and penalties.
9. Explain the Designs Act, 2000 in detail, including registration, term of protection, infringement and case examples.
10. Write a comprehensive note on geographical indications, their registration process, protection and economic significance.
11. Discuss plant variety protection and layout design protection with reference to legal framework, procedure and rights granted.

SECTION – D

Answer the following :

(1×12=12)

12. EcoPrint Solutions, a mid-sized company specializing in sustainable packaging, created a new biodegradable coating formula that significantly extends the shelf life of food products. The formula was developed over several years and was kept strictly confidential, accessible only to a small research team under nondisclosure agreements. EcoPrint planned to commercialize the coating exclusively and gain a competitive edge in the eco-packaging market.

After launching the product, the company discovered that a rival firm had introduced a nearly identical biodegradable coating with the same performance characteristics. EcoPrint later learned that one of their former chemists had joined the rival firm shortly after leaving the company. Although the rival denies wrongdoing, EcoPrint suspects that confidential knowledge about the formula might have been disclosed or replicated.

EcoPrint is now facing declining market share and is unsure how to enforce its intellectual property rights, especially since the formula was protected only as a trade secret and not patented. They need to determine how to respond to the potential misappropriation and strengthen their protection strategy.

Questions :

- a) What steps should EcoPrint take to verify whether its trade secret has been misappropriated by the rival company ?
 - b) Would patenting the formula earlier have provided stronger protection and what limitations might a patent have introduced ?
 - c) What legal remedies and preventive measures can EcoPrint pursue to safeguard its intellectual property moving forward ?
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III Semester M.Com. Degree Examination, Jan./Feb. 2026
(CBCS) (2021-22 Onwards)

COMMERCE

Paper – 3.2 : Logistics and Supply Chain Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks. (7×2=14)

1. a) What is supply chain management ?
b) Write any two key features of logistics information system.
c) What is meant by social performance ?
d) Define ISCM.
e) Write the meaning of the term functional conflict.
f) What is outsourcing ?
g) What are the elements of HPLs ?
h) What do you mean by value-chain ?
i) Write the meaning of the term reverse logistics.
j) What is Bar Coding ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

2. "The real competition in logistic management is between supply chain and not companies." Elucidate this statement.
3. How supply chain management is different from logistic management ?
4. What is triple bottom line ? Explain its importance and ethical factors in supply chain business.
5. Write a note on Logistic design and evaluation with relates to material handling efficiency.
6. "The line between disorder and order lies in logistics". Explain.
7. Explain the various functions of warehousing management.

P.T.O.



SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks.

(2×12=24)

8. Critically evaluate the Indian infrastructure problems and outsourcing issues in supply chain management.
9. Explain the role of supply chain partners and ownership arrangements in warehouse operations with suitable examples.
10. What is relationship management ? Explain the importance of customer relationship management in supply chain and logistics administrations.
11. “Supply chain is the science, logistics is the art and management is the profit with relates to financial performance of internal supply chain management”. Describe in detail.

SECTION – D

Answer the following.

(1×12=12)

QRS Company Case Study

QRS, a mid-size logistics company is facing rising operational costs and declining customer satisfaction and profit due to inefficiencies in its supply chain and outdated technology. If ‘QRS’ company implementing advanced AI and ML, the company will be reduced operational costs by 15%, increased customer retention by 20% and profit by 10%, underscoring the importance of technology adoption and customer experience enhancement in driving finance performance, compromise the social performance, because it will reduce 40% of the workforce.

- a) QRS is the traditional logistics company. If AI and ML is adopting it will be a technology driven company. What is your advice to this situation ?
 - b) If the company adopt AI and ML leads to fail the social performance and cut down the 40% of the workforce. Is it right ? Explain.
 - c) Whether “QRS” correct its inefficiencies, if it adopt the upgraded technology ?
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III Semester M.Com. Degree Examination, January/February 2026
(CBCS) (2021 – 22 Onwards)
COMMERCE

Paper – 3.3 (A & T) : Corporate Reporting Practices – I

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** out of ten. **Each** question carries **two** marks.

(7×2=14)

1. a) Define "Going Concern" assumption.
- b) What is the meaning of Accrual Basis of Accounting ?
- c) Define "Accounting Policy".
- d) What is meant by First-time Adoption (Ind AS 101) ?
- e) What is a qualifying asset as per Ind AS 23 ?
- f) Define intangible asset as per Ind AS 38.
- g) What is a contingent liability ?
- h) What is a constructive obligation ?
- i) Define performance obligation.
- j) State the objective of Ind AS 113 (Fair Value Measurement).

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

2. Describe the need for a conceptual framework in accounting.
3. Explain the accounting treatment of changes in accounting estimates (Ind AS 8).
4. Akshay Pharma Ltd. ordered 16,000 kg of certain material at Rs. 160 per unit. The purchase price includes GST Rs. 10 per kg in respect of which full input tax credit is admissible. Freight incurred amounted to Rs. 1,41,160. Normal Transit Loss is 2%. The company received 15,500 kg and consumed 13,600 kg of material. Compute the cost of inventory under Ind AS 2 and the amount of Abnormal Loss.

P.T.O.



5. Sajeevan Company Ltd. purchased Machinery for Rs. 150 lakhs. Depreciation was charged at 10% on SLM basis, for a useful life of 10 years. At the end of 4th year, the company revalued the Machinery to Rs. 135 lakhs and the same was adopted. What will be the carrying amount of the asset at the end of Year 5 and Year 6 ? Assume no change in the useful life.
6. A Ltd. has a 5-year lease with annual rentals of ₹ 1,80,000. After 2 years, both parties agree to extend the lease by 2 more years with the same annual rental. Discount rate for modification is 9%. The remaining lease liability before modification is ₹ 2,50,000. You are required to compute the revised lease liability at modification date.
7. Explain the 5-step revenue recognition model under Ind AS 115.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. **(2×12=24)**

8. Discuss in detail the Conceptual Framework of Financial Reporting and also explain its elements of financial statements and measurement bases.
9. Explain in detail Fair Value Measurement as per Ind AS 113, including valuation techniques, fair value hierarchy and disclosure requirements.
10. Zydus Company Ltd. has a Cash Generating Unit (CGU) composed of the following :

Asset	Carrying Amount (₹)
Machinery	22,00,000
Building	38,00,000
Patents	10,00,000
Goodwill	8,00,000
Total carrying amount	₹ 78,00,000

Recoverable amount of CGU is ₹ 60,00,000 and the additional information as follows :

- Goodwill impairment cannot be reversed.
- For other assets, new recoverable amounts are :
 - Machinery : 14,00,000
 - Building : 32,00,000
 - Patents : 7,00,000

You are required to compute :

- a) Impairment loss allocation
- b) Revised carrying amounts and
- c) Reversal where applicable.



11. Axis Tech. Solutions Pvt. Ltd. owns a building used as office premises (PPE). On 1 Oct. 2024, the company decides to lease the property to tenants and thus reclassifies it as Investment Property (Ind AS 40).

Carrying values on 1 Oct. 2024,

- Cost = 80,00,000
- Accumulated Depreciation = 20,00,000
- Carrying Amount = 60,00,000

On 1 Oct. 2024 (date of transfer) : Fair Value = 75,00,000 and Fair value at 31 March 2025 = 82,00,000. The property was sold on 1 July 2025 for ₹ 90,00,000. You are required to :

- 1) Pass entries for transfer to investment property.
- 2) Record fair value adjustments for 2024-25.
- 3) Record disposal and compute gain/loss.

SECTION – D

Answer the following.

(1×12=12)

12. Builder Co. enters into a contract to construct a warehouse for ₹ 50,00,000 on 1 July 2023. The performance obligation is satisfied over time :

Expected costs = 40,00,000

Cost incurred by 31 March 2025 = 12,00,000

The contract is modified on 1 January 2025 :

- Additional work added
- Additional price : ₹ 12,00,000
- Expected additional cost = ₹ 8,00,000

A performance bonus of ₹ 5,00,000 will be received if the project completes by time; probability of receipt is 40%. You are required :

- 1) Determine transaction price after modification.
 - 2) Measure progress and revenue for FY 2024 – 25.
 - 3) Show the journal entries.
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III Semester M.Com. Examination, January/February 2026
(CBCS) (2021 – 22 Onwards)
COMMERCE
Paper – 3.3FB – Financial Markets and Services

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** out of ten. **Each** question carries **two** marks. (7×2=14)
- State two functions of the Primary Market.
 - What is the purpose of prospectus in primary market ?
 - What is a bought out deal ?
 - Define WAP trading.
 - Name two international credit rating agencies.
 - What is the importance of book-building ?
 - Mention two characteristics of financial services.
 - What is private placement of securities ?
 - Give two examples of fund-based financial services.
 - What is the purpose of mark to market margin in the secondary market ?

SECTION – B

- Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)
- Differentiate between book building and the fixed price method of floating an issue, highlighting the impact of each on price discovery.
 - Analyse the concept of exposure limits and violation charges in the secondary market trading mechanism.
 - Explain the inherent challenges faced by the financial service sector.
 - Evaluate the statement : "The growth of the venture capital industry in India is critical for technological innovation and economic development."
 - Explain the key factors considered for rating a corporate issuer's debt instrument.
 - Discuss the procedure for a rights issue of securities, outlining the steps from board resolution to allotment.

P.T.O.



SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. **(2×12=24)**

8. Explain the scope and importance of financial services.
9. Elaborate on the complete trading mechanism in the secondary market, focusing on the evolution from the open outcry system to screen-based trading and online-trading.
10. Brief the various types of mutual funds based on their investment objectives and structure.
11. Define credit rating. Explain the types of rating assigned to different financial instruments or entities.

SECTION – D

Answer the following :

(1×12=12)

12. Assume that XYZ manufacturing Ltd. intends to raise capital through a public issue. As a professional consultant, draft a specimen prospectus including all mandatory disclosures and statutory requirements.
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**III Semester M.Com. Examination, January/February 2026
(CBCS) (2021 – 22 Onwards)**

COMMERCE

Paper – 3.4 (FB) : Financial Planning

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** out of ten. **Each** question carries **two** marks. **(7×2=14)**

1. a) State the meaning of the 1H and 4W approach in financial planning.
- b) List any two objectives of financial planning.
- c) What is a sovereign gold bond ?
- d) What is meant by portfolio diversification ?
- e) What is a financial plan ?
- f) Define risk assessment.
- g) What is PMVVY ?
- h) Give the meaning of Senior Citizens' Savings Scheme.
- i) State any two objectives of financial planners.
- j) Mention any two employment opportunities for financial planners in India.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

2. Describe the golden rules of financial planning.
3. Compare financial planning for individuals versus organizations.
4. Elaborate the features, benefits and limitations of Provident Fund, Public Provident Fund and National Pension Scheme.
5. Evaluate the importance of monitoring and periodic revision of financial plans.
6. Explain the types of tax-saving investment plans available under Indian income tax laws.
7. Explain the steps followed by CFPs while preparing financial plans for clients.

P.T.O.



SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. (2×12=24)

8. Explain the life cycle approach to financial planning with suitable illustrations for different life stages.
9. Critically analyze the risk-return trade-off across major investment avenues such as equity, mutual funds, bank deposits, gold and government saving schemes and justify their suitability for different investor profiles.
10. "A financial plan succeeds not only by design but by the conditions surrounding it." Analyze how various factors influence planning decisions and long-term outcomes.
11. "No single retirement plan suits every income group." Analyze the various retirement plans available in India and evaluate their suitability for different income levels.

SECTION – D

Answer the following : (1×12=12)

12. Assume you are a Chartered Financial Planner. Prepare a financial plan for a self-employed individual aged 40 with moderate risk appetite, irregular income and goals of retirement security, wealth creation and tax savings.



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III Semester M.Com. Examination, January/February 2026
(CBCS) (2021 – 22 Onwards)

COMMERCE

Paper – 3.5 (A and T) : Corporate Tax Planning

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** out of ten. Each question carries **two** marks : (7×2=14)
- Why is Tax Planning considered a strategic tool for corporate decision-making ?
 - A company wants to minimize tax liability without violating the law. Which principle of Direct Taxation should guide its approach ?
 - Why MAT under Section 115JB is often called a “backstop” provision ?
 - A company donated ₹ 1,00,000 to a charitable trust. Under which Section can it claim deduction and what conditions apply ?
 - Write two differences between Tax Avoidance and Tax Evasion.
 - How does transfer pricing regulation impact multinational companies operate in India ?
 - Tax havens are often linked to aggressive tax planning. State one risk and one benefit for an Indian company using a tax haven.
 - Mention any two-compliance advantage.
 - What do you mean by tax management ?
 - What is E-TDS ?

SECTION – B

Answer **any four** questions out of six. Each question carries **five** marks : (4×5=20)

- Evaluate the impact of choosing a partnership firm over a private limited company for a new business from a tax planning perspective. Which option is better and why ?
- A company is planning to set up a new manufacturing unit in a Special Economic Zone (SEZ). Discuss how tax planning strategies can optimize its tax liability under current provisions.
- XYZ Ltd. is considering leasing machinery worth ₹ 50,00,000 instead of buying. Lease rental is ₹ 12,00,000 per year for 5 years. Tax rate is 30%. Calculate the tax benefit of leasing vs buying (assume depreciation @ 15% on WDV method). Which option is better ?

P.T.O.



5. Compute interest payable under Section 234B (Show calculation for interest and explain compliance impact) :
Assessed tax : ₹ 4,00,000
Advance tax paid : ₹ 2,50,000
Date of filing return : 31st July.
6. Compute depreciation under Section 32 for the following assets of XYZ Ltd. a manufacturing company and explain its impact on taxable income :
WDV of machinery on 1-4-2024 ₹ 2,00,000.
Second hand machinery purchased on 01-07-2024 for ₹ 10,00,000.
Furniture purchased on 01-10-2024 for ₹ 5,00,000.
New machinery purchased on 15-12-2024 for ₹ 6,00,000.
Sale of machinery ₹ 4,00,000.
All the conditions required to claim additional depreciation are satisfied.
7. A domestic company has the following details for AY 2025-26 :
Business income ₹ 15,00,000
Capital gains ₹ 3,00,000
Other sources ₹ 2,00,000
Donations under Section 80G ₹ 1,00,000
Brought forward business loss ₹ 2,00,000
Depreciation for current year ₹ 1,75,000
Disallowance of expenses u/s 40(a)(ia) ₹ 50,000
Income from foreign subsidiary ₹ 1,00,000 (eligible for DTAA relief)
Unrealized foreign exchange gain ₹ 75,000 (taxable)
Compute Gross Total Income, deductions and Taxable Income after adjusting for depreciation, disallowances, set-off of losses and DTAA relief.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks : (2×12=24)

8. Critically analyze the tax implications of Transfer Pricing and Capital Structure decisions in multinational corporations. How do these strategies influence corporate tax planning and compliance under Indian law ?
9. Evaluate the role of Settlement Commission and Vivad se Vishwas Scheme in resolving corporate tax disputes. How do these mechanisms support tax certainty and reduce litigation risk ?



10. Sonu Ltd. a resident company, earned a profit of Rs. 15 lakhs after debit/credit of the following items to its statement of Profit and Loss for the year ended on 31/3/2025.

Items debited to Statement of Profit and Loss :

- Provision for the loss of subsidiary ₹ 70,000
- Provision for doubtful debts ₹ 75,000
- Provision for income tax ₹ 1,05,000
- Provision for gratuity based on actuarial valuation ₹ 2,00,000
- Depreciation ₹ 3,60,000
- Interest to financial institution (unpaid before filing of return) ₹ 1,00,000
- Penalty for infraction of law ₹ 50,000

Items credited to Statement of Profit and Loss :

- Profit from unit established in special economic zone ₹ 5,00,000
- Share in income of an AOP as a member ₹ 1,00,000
- Income from units of UTI ₹ 75,000
- Long term capital gains on sale of building ₹ 3,00,000

Other information :

- Depreciation includes ₹ 1,50,000 on account of revaluation of fixed assets.
- Depreciation as per income tax rules is ₹ 2,80,000.
- Brought forward loss as per books of account of the company is of ₹ 10 lakhs which includes unabsorbed depreciation of ₹ 4 lakhs.
- Provision for income tax includes ₹ 45,000 of interest payable on income tax.

Compute minimum alternate tax under Section 115JB of the Income Tax Act, 1961 for AY 2025-26. Ignore the Provisions of Section 115BAA.

11. ABC Ltd. has an old machine with the following details :
- Current WDV of old machine ₹ 8,00,000
- If repaired : Cost of repairs ₹ 6,00,000 (fully deductible as revenue expense)
- If replaced :
- Cost of new machine ₹ 20,00,000
- Depreciation rate 15% WDV
- Sale value of old machine ₹ 3,00,000
- Tax rate 30%
- Additional depreciation on new machine 20% (eligible as a manufacturing company)
- Required :
- a) Compute tax impact if the company opts for repair.
 - b) Compute tax impact if the company opts for replacement (consider depreciation and additional depreciation).
 - c) Which option is better from a tax planning perspective ? Justify your answer.



SECTION – D

(1×12=12)

Answer the following :

12. ABC Ltd., a domestic manufacturing company, is planning a major expansion and restructuring during AY 2025-26. The following details are given :

Current Operations :

Net profit as per profit and loss ₹ 2,00,00,000

Depreciation as per books ₹ 15,00,000

Exempt income ₹ 10,00,000

Disallowance u/s 40(a)(ia) ₹ 5,00,000

Expansion Plan :

Setting up a new unit in a Special Economic Zone (SEZ)

Considering leasing vs buying machinery worth ₹ 1,00,00,000

Expected repairs and renewal expenses ₹ 20,00,000

Issue of bonus shares ₹ 12,00,000

International Operations :

Income from foreign subsidiary ₹ 8,00,000 (eligible for DTAA relief)

Transfer pricing adjustment ₹ 6,00,000

Compliance :

Advance tax paid ₹ 15,00,000

Assessed tax liability ₹ 22,00,000

Prepare a comprehensive tax planning strategy for ABC Ltd. covering :

- Computation of Book profit and MAT liability under Section 115JB.
- Tax implications of leasing vs buying machinery.
- Impact of repairs, bonus shares and transfer pricing adjustments on taxable income.
- Calculation of interest under Section 234B if any.



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III Semester M.Com. Examination, January/February 2026
(CBCS) (2021 – 22 Onwards)
COMMERCE

3.5 (FB) – Innovations in Banking and Technology

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** question out of ten. **Each** question carries **two** marks. (7×2=14)
- What is a payment bank ?
 - In what way does the Indian banking system support economic development ?
 - What is total branch computerization ?
 - How does Core banking support anytime-anywhere banking services ?
 - What is the use of robotics in banking operations ?
 - Give the meaning of Cognitive banking.
 - How do Point Of Sale (POS) machines facilitate digital payments ?
 - What is e-KYC ?
 - How does two-tier password system function in banking ?
 - What is phishing ? Give an example.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

- Public and private sector banks operate with similar mandates but demonstrate different approaches and outcomes. Explain.
- Examine the operational and managerial challenges faced by banks while migrating from traditional banking to Core banking systems.
- Explain the concept of block chain technology in banking and assess its role in improving security.
- Analyze the significance of MICR, NFS, ECS and EFT in the modernization of banking services.

P.T.O.



6. Examine the challenges faced by banks in fraud detection and prevention in the digital banking environment.
7. Critically examine the impact of Core banking on banking operations, risk management, and cost efficiency.

SECTION – C

Answer **any two** questions out of four. Each question carries **twelve** marks. (2×12=24)

8. Analyze how technological advancements and regulatory developments have reshaped the role of bankers and the nature of banking operations in India.
9. "Core banking has transformed banks from branch-centric institutions to customer-centric service providers." Explain.
10. Examine the applications of fintech technologies in banking and evaluate their impact on banking efficiency and service delivery.
11. Evaluate the role of UPI in revolutionizing digital payments in India, highlighting its benefits and challenges.

SECTION – D

Answer the following.

(1×12=12)

12. A bank has reported an increase in customer complaints related to unauthorized transactions through mobile banking and UPI. Many customers claim that they unknowingly shared OTPs or clicked on suspicious links. The bank is concerned about rising online frauds and loss of customer trust.

Based on the above situation :

- a) Identify the possible types of banking frauds involved in this case.
 - b) Analyze the reasons for the increase in such frauds despite the availability of security measures.
 - c) Suggest appropriate security measures that banks can adopt to prevent such frauds.
 - d) Recommend precautionary steps that customers should follow to protect themselves from online banking frauds.
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III Semester M.A. Degree Examination, January/February 2026
(CBCS Scheme) (2021 – 22 and Onwards)
MASS COMMUNICATION AND JOURNALISM
Media and Society (Open Elective)

Time : 3 Hours

Max. Marks : 70

PART – A

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1. Answer **all ten** questions.

(2×10=20)

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a) X

ಎಕ್ಸ್

b) TV 9

ಟಿವಿ 9

c) Article 19 I(a)

ಆರ್ಟಿಕಲ್ 19 I(a)

d) Fake News

ನಕಲಿ ಸುದ್ದಿ

e) Copyright

ಕೃತಿಸ್ವಾಮ್ಯ

f) Radio City

ರೇಡಿಯೋ ಸಿಟಿ

g) BBC

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P.T.O.



h) Pop Culture

ಪಾಪ್ ಸಂಸ್ಕೃತಿ

i) Social Media

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ

j) OTT.

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PART – B

ಭಾಗ - ಬಿ

Answer **any four** of the following questions.

(5×4=20)

ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ.

2. Discuss how mass media influences individuals and communities in the modern society.

ಆಧುನಿಕ ಸಮಾಜದಲ್ಲಿ ಸಮೂಹ ಮಾಧ್ಯಮಗಳು, ವ್ಯಕ್ತಿಗಳು ಮತ್ತು ಸಮುದಾಯಗಳ ಮೇಲೆ ಹೇಗೆ ಪ್ರಭಾವ ಬೀರುತ್ತವೆ ಎಂಬುದನ್ನು ಚರ್ಚಿಸಿ.

3. Analyse the positive and negative impacts of digital media on society.

ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮವು ಸಮಾಜದ ಮೇಲೆ ಬೀರುವ ಸಕಾರಾತ್ಮಕ ಮತ್ತು ನಕಾರಾತ್ಮಕ ಪರಿಣಾಮಗಳನ್ನು ವಿಶ್ಲೇಷಿಸಿ.

4. How does media contribute to the cultural and social development in a society ?

ಸಮಾಜದಲ್ಲಿ ಸಾಂಸ್ಕೃತಿಕ ಮತ್ತು ಸಾಮಾಜಿಕ ಅಭಿವೃದ್ಧಿಗೆ ಮಾಧ್ಯಮ ಹೇಗೆ ಕೊಡುಗೆ ನೀಡುತ್ತದೆ ?

5. What is Right to Information ? Explain its significance in a democratic society.

ಮಾಹಿತಿ ಹಕ್ಕು ಎಂದರೇನು ? ಪ್ರಜಾಪ್ರಭುತ್ವ ಸಮಾಜದಲ್ಲಿ ಅದರ ಮಹತ್ವವನ್ನು ವಿವರಿಸಿ.

6. What role does media play in expanding one's perceptions ? Explain with suitable examples.

ಒಬ್ಬರ ಗ್ರಹಿಕೆಗಳನ್ನು ವಿಸ್ತರಿಸುವಲ್ಲಿ ಮಾಧ್ಯಮಗಳು ಯಾವ ಪಾತ್ರವನ್ನು ವಹಿಸುತ್ತವೆ ? ಸೂಕ್ತ ಉದಾಹರಣೆಗಳೊಂದಿಗೆ ವಿವರಿಸಿ.

7. Analyse the impact of political media ownership on the public.

ರಾಜಕೀಯ ಮಾಧ್ಯಮ ಮಾಲೀಕತ್ವವು ಸಾರ್ವಜನಿಕರ ಮೇಲೆ ಬೀರುವ ಪರಿಣಾಮವನ್ನು ವಿಶ್ಲೇಷಿಸಿ.



PART – C

ಭಾಗ - ಸಿ

Answer **any three** of the following questions.

(3×10=30)

ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಮೂರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ.

8. Discuss the concept of Political Ownerships in media. How does it affect public trust in the media ?

ಮಾಧ್ಯಮದಲ್ಲಿ ರಾಜಕೀಯ ಮಾಲೀಕತ್ವದ ಪರಿಕಲ್ಪನೆಯನ್ನು ಚರ್ಚಿಸಿ. ಇದು ಮಾಧ್ಯಮದಲ್ಲಿನ ಸಾರ್ವಜನಿಕ ನಂಬಿಕೆಯ ಮೇಲೆ ಹೇಗೆ ಪರಿಣಾಮ ಬೀರುತ್ತದೆ ?

9. Why is important in the present day for media to be more ethical and critical ? Explain with suitable examples.

ಇಂದಿನ ದಿನಗಳಲ್ಲಿ ಮಾಧ್ಯಮಗಳು ಹೆಚ್ಚು ನೈತಿಕ ಮತ್ತು ವಿಮರ್ಶಾತ್ಮಕವಾಗಿರುವುದು ಏಕೆ ಮುಖ್ಯ ? ಸೂಕ್ತ ಉದಾಹರಣೆಗಳೊಂದಿಗೆ ವಿವರಿಸಿ.

10. How has social media changed the way the youth consume information ? Explain with suitable examples.

ಯುವಜನರು ಮಾಹಿತಿಯನ್ನು ಬಳಸಿಕೊಳ್ಳುವ ವಿಧಾನವನ್ನು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಹೇಗೆ ಬದಲಾಯಿಸಿದೆ ? ಸೂಕ್ತ ಉದಾಹರಣೆಗಳೊಂದಿಗೆ ವಿವರಿಸಿ.

11. "Press Freedom comes with a sense of Responsibility" analyse the statement made.

“ಪತ್ರಿಕಾ ಸ್ವಾತಂತ್ರ್ಯವು ಜವಾಬ್ದಾರಿಯ ಪ್ರಜ್ಞೆಯೊಂದಿಗೆ ಬರುತ್ತದೆ” ನೀಡಿದ ಹೇಳಿಕೆಯನ್ನು ವಿಶ್ಲೇಷಿಸಿ.

12. Explain the differences between culture and popular culture with suitable examples.

ಸಂಸ್ಕೃತಿ ಮತ್ತು ಜನಪ್ರಿಯ ಸಂಸ್ಕೃತಿಯ ನಡುವಿನ ವ್ಯತ್ಯಾಸಗಳನ್ನು ಸೂಕ್ತ ಉದಾಹರಣೆಗಳೊಂದಿಗೆ ವಿವರಿಸಿ.