

Time : 2:30 HRS

N.B.1) All questions are compulsory
2) Numbers to the right indicate full mark.

Q.1. Case Study - Answer all the Five Question Below: (3 Marks Each):

15 M

26% FDI in Digital Media is Bad Thing for India's News

In 2006, the news agency Reuters set up a bureau in a virtual world called Second Life, and assigned a full-time reporter to the platform. In 2008, it shut the bureau down. In 2017, In Shorts, a news app which provides a short summary of the latest news developments, raised \$5 million from Tiger Global. Earlier this month, Daily hunt, a news aggregator, raised \$3 million, as part of a funding round of around \$25 million. Daily hunt publishes news articles from various news publications and also owns a majority stake in One India, an Indian language news portal. In 2015, Rupert Murdoch's News Corporation bought VCCircle, an Indian digital publication which focused on the venture capital and private equity investment space in India.

What is so different about the Internet is that what businesses do often defies a fixed definition: just because you run podcasts on your website doesn't make you a radio website. Just because you do a few live streams or host videos, doesn't mean that you're a broadcaster. Just because you supply news to a virtual world doesn't make you a virtual world news agency. How would you classify a website that only has quizzes to allow users to get a deeper understanding of the latest news? Before regulating news on the Internet, the government of India has to consider the nature of the Internet: is it print, TV or radio, or some or all of these things?

The shape-shifting nature of the digital world allows for the combination of audio, video, text and interactivity to provide users with content in ways that traditional definitions of radio, television and print can never encompass.

This is why the decision taken by the government to restrict Foreign Direct Investment in Digital Media is so difficult to digest. Even the announcement in the cabinet note seems confused: it first mentions that the FDI policy allows 49% FDI for up-linking of "News & Current Affairs' TV Channels", before saying that 26% FDI is being permitted for "uploading/streaming of News & Current Affairs through Digital Media" on the lines of print media. A few other points to consider:

1. The regulations actually reduce the FDI limit in digital media by restricting FDI in it to 26%, as opposed to a previous situation of allowing 100% FDI. Many platforms, digital news ventures and aggregators have raised money from foreign investors and private venture capital funds in the past without restrictions. Yes, there was a regulatory non-level playing field in comparison with traditional media, but instead of de-regulating traditional media businesses by allowing FDI at 100%, the government has increased regulation for them.

2. The regulations will be open to interpretation: it's not clear how these restrictions will apply on the Internet. Will they apply to news content creators alone, or to platforms which aggregate them? Will they apply to just video streaming businesses, or on those who also upload video to YouTube? What will be the impact on podcasting services like IVM Podcasts which has audio content on the latest news and current affairs?

3. How will news aggregators be impacted? Not just Dailyhunt, but Google News, Facebook, Reddit and YouTube aggregate news content. Will these FDI restrictions apply to those applications and websites that aggregate news? What about services like InShorts which summarize news?

4. Streaming and uploading are two very different functions: Uploading is not the same as uplinking, and content that is being uploaded may or may not involve streaming. If these restrictions are meant to apply to broadcasting on the Internet (wherein live-streams of TV channels are being shared online) in order to control live streaming of certain sensitive content, then they shouldn't apply to video content being uploaded in a manner that is not live. Streaming video is more like broadcast, and it is typically viewed when it is streamed.

5. Does this apply to text-based sites? The text seems to contrast uploaded/streaming content with broadcast, but all content online is essentially uploaded, whether by professional organizations or by users themselves. It's not clear whether text-based websites will be out of the ambit of these restrictions.

6. What about news websites and apps that have already raised more than 26% funding? Will they now have to buy back equity? What about those news websites that have been acquired by foreign publications/media entities?

Duration : 2.30 Hours

F312NEC-I

Marks : 75

- Note: 1. All questions are compulsory
2. Figures to the right indicate full marks.

- Q.1 A) What is verbal communication? Explain its advantages. 8
B) What are the semantic barriers to communication? How to overcome those barriers? 7
OR
C) What is listening? Explain types of listening. 8
D) Define communication. Elaborate the elements of communication. 7
Q.2A) Write 5 phrases with their meanings and use them in sentences. 8
B) Illustrate the advantages of reading. 7
OR
C) What is reading? Elaborate the types of reading. 8
D) What are homophones? Give 5 examples of homophones and homonyms. 7
Q.3A) Explain steps in preparing and delivering a presentation. 8
B) What is thinking? Explain the types of thinking? 7
OR
C) Prepare 7 to 8 slides of powerpoint presentation on the following topic
"Written communication." 8
D) What are the errors in thinking? How to overcome them. 7
Q.4 A) What is interpretation? What is the difference between interpretation and translation? 15
OR
B) Translate the following passage into Marathi or Hindi 15

One day, I hopped in a taxi and we took off for the airport. We were driving in the right lane when suddenly a car jumped out of a parking space right in front of us. My taxi driver slammed on his brakes, skidded and missed the other car by just inches ! The driver of the other car whipped his head around and started yelling at us. My taxi driver just smiled and waved at the guy. And I mean he was really friendly.

So I asked, 'Why did you just do that ? This guy almost ruined your car and sent us to the hospital!'

This is when my taxi driver taught me what I now call the 'The law of the Garbage Truck'.

He explained that many people are like garbage trucks. They run around full of garbage, full of anger, and full of disappointment. As their garbage piles up, they need a place to dump it and sometimes they'll dump it on you. Don't take it personally. Just smile, wave, wish them well, and move on. Don't take their garbage and spread it to other people at work, at home or on the streets.

The bottom line is that successful people do not let garbage trucks take over their day. Life's too short to wake up in the morning with regrets, so 'Love the people who treat you right. Forgive the ones who don't'. This attitude will help you sail through life. There will be fewer jerks and bumps. Learn to take the bad with the good for life can never be perfect. Acceptance of what is, is the solution. Don't react, just accept and you will be a lot more happy.

Life is ten percent what you make it and ninety percent how you take it!

- Q.5 Write Short notes on the following (Any 3)

15

- 1) Non-verbal communication
- 2) Techniques for increasing speed of reading
- 3) Tips for delivering presentation
- 4) Importance of Information and Technology in translation.
- 5) Disadvantages of oral communication

XXXXXXXXXXXXXXXXXXXXX

2-①
Seat Number:- _____

कालावधी: २.३० तास

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गुण: ७५

टीप : १. सर्व प्रश्न अनिवार्य आहेत

२. उजवीकडील आकडे पूर्ण गुण दर्शवितात.

प्र १ अ) शाब्दिक संवाद म्हणजे काय? त्याचे फायदे समजावून सांगा.

८

ब) संप्रेषणातील भाषिक अडथळे कोणते आहेत? ते अडथळे कसे पार करायचे?
किंवा

७

क) श्रवण म्हणजे काय? श्रवणाचे प्रकार स्पष्ट करा.

८

ड) संप्रेषण म्हणजे काय? संप्रेषणाचे घटक स्पष्ट करा.

७

प्र २ अ) कोणतेही पाच वाक्प्रचार त्यांच्या अर्थासह लिहा आणि त्यांचा वाक्यात उपयोग करून वाक्ये लिहा.

८

ब) वाचनाचे फायदे स्पष्ट करा.

७

किंवा

क) वाचन म्हणजे काय? वाचनाचे प्रकार स्पष्ट करा.

८

ड) होमोफोन्स म्हणजे काय? होमोफोन्स आणि होमोन्सची ५ उदाहरणे द्या.

७

प्र ३ अ) पॉवर पॉईन्ट प्रेझेंटेशन तयार करणे आणि सादरीकरण करण्याचे टप्पे स्पष्ट करा.

८

ब) विचार म्हणजे काय? विचारांचे प्रकार स्पष्ट करा?

७

किंवा

क) खालील विषयावर पॉवरपॉईंट प्रेझेंटेशनच्या ७ ते ८ स्लाइड्स तयार करा
"लिखित संप्रेषण."

८

ड) विचारतील त्रुटी कोणत्या आहेत? त्यांच्यावर मात कशी करायची.

७

प्र ४ अ) अन्वयार्थ म्हणजे काय? अन्वयार्थ आणि भाषांतर यात काय फरक आहे?

१५

किंवा

ब) खालील उतान्याचे मराठी किंवा हिंदीमध्ये भाषांतर करा.

१५

One day, I hopped in a taxi and we took off for the airport. We were driving in the right lane when suddenly a car jumped out of a parking space right in front of us. My taxi driver slammed on his brakes, skidded and missed the other car by just inches ! The driver of the other car whipped his head around and started yelling at us. My taxi driver just smiled and waved at the guy. And I mean he was really friendly.

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(P.T.O.)