



**Savitribai Phule Pune University**  
**Department of Communication and Journalism**  
**Entrance Examination 2017 (पदव्युत्तर वृत्तपत्रविद्या पदविका /PGDMM)**  
**Section II (Marks 50)**

Note: \* This is English language version of the question paper. You will have to answer it in English ONLY.

\* Special attention should be paid to adherence to word limit indicated in each question.

\* Attention should also be paid to accuracy of grammar and spellings.

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**Q. 1 Write an essay of about 500 words on any one of the following topics. (20)**

- i) Trump, Macron and the World order
- ii) Farmers on strike
- iii) Politics of images
- iv) GST: The next big thing
- v) Selfie Le Le...
- vi) Sports & the professional leagues
- vii) Towards inclusive development

**Q. 2 Write short notes of about 100 words on any four of the following topics. (20)**

- i) South China Sea
- ii) ISRO's success story
- iii) Fifty years of Naxal movement
- iv) Predicting the monsoon
- v) Uniform Civil Code
- vi) La La Land
- vii) Startups
- viii) Dr. Ramchandra Chintaman Dhere

**Q. 3 Read the excerpts from a book '2014: Elections that changed India' by Rajdeep Sirdesai and answer the questions given below. (10)**

Narendra Modi arrived in the national capital on 6 February 2013 looking every inch the muscular politician whose time had come. Delhi had seen many a conqueror aspire to its throne, and with news cameras tracking his every move, Modi gave the distinct impression he was ready to join the list. The sound of the Gujarat election triumph less than two months earlier was still resonating and Modi was keen to capitalize on the momentum. An *India Today* Mood of the Nation poll around Republic Day had suggested he was already the most preferred choice for prime minister – well ahead of the Congress troika Rahul, Sonia and Manmohan – and he needed to capitalize on the enthusiasm.

The choice for his first public-speaking assignment was the Shri Ram College of Commerce (SRCC). The college was organizing a three-day business conclave and Modi was to deliver a memorial lecture as the grand finale. 'We took a poll among the students as to who they wanted

to listen to. Modi come out on top, ahead of Ratan Tata,' says a member of SRCC's students' council. An invite was sent to Modi in mid-January, and his office responded in the affirmative in forty-eight hours. Interestingly, the students had also contacted half a dozen Union ministers from the Congress to come and speak at the conclave. All of them, including young leaders like Jyotiraditya Scindia and Sachin Pilot, refused. Some like Anand Sharma did not even reply.

Modi's decision to speak at SRCC was well considered. The leading college for economics and commerce in the country, SRCC boasted seemingly ridiculous cut-offs of 98 per cent. It had built an enviable reputation for attracting the best and brightest students. A number of BJP leaders from Delhi had been SRCC alumni, including Arun Jaitley, the leader of the opposition in the Rajya Sabha and legal eagle. The topic – 'Emerging Business Models in a Global Scenario' - was perfect as well. 'We were looking to launch Mr. Modi in an environment which was not hostile and where he could speak to the young of India, not just as Gujarat chief minister but as a future CEO of India,' a key Modi aide told me.

The 'youth' factor was key. Team Modi commissioned surveys, which suggested that the mood for change was highest among the young, with the fear of lack of job opportunities in a weakening economy being a prime concern. There was a feeling that it was the young urban Indian whom the BJP had failed to attract in the 2009 elections, preferring as they did the youthful promise offered by a Rahul Gandhi to the tried and tested octogenarian L.K. Advani. 'We realized that the young voter, especially the first-time voter between eighteen and twenty-three, was waiting to be wooed. For that reason, SRCC as a college to which many young people aspired to gain admission was ideal for us,' said a Team Modi member.

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**Answer the following questions.**

*(Q. 1 is compulsory. Answer **any four** from Q. 2 to 6 in not more than 40 words.)*

1. Suggest two suitable titles for the passage.
  2. How the stage was set up for Narendra Modi's aspiration to conquer Delhi?
  3. Why the SRCC was chosen for launching the Modi campaign?
  4. What was the deciding factor for doing so?
  5. What you think about the Congress' response to the organizers?
  6. How the 2014 elections was different for BJP compared to 2009?
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