

①

Answer Key

52699

Code No: 52699

**Q1A)** -To bring news to the audience

- Select shape small amount of information
- Editorial responsibilities
- Role of a disseminator, adversarial and interpreter

**Q1.B)** Ethics does not ask us how to live well, but it tells us how we should live ethically with correct conduct and virtuous character. Journalist as members of news organizations have rights, duties and norms. As human beings they fall under general ethical principles such as:-

- Tell the truth and minimize harm.
- Forget personal benefit and carry out duties in spite of being persecuted
- Accuracy and verification of content while editing and publishing
- Maintaining ethical relations with employers, editors, advertisers, sources etc.
- Confidentiality

**Q1.C)** Journalism is a high status job & women are competing in the masculine's pace in spite of being called as weaker gender or agony aunts.

- Recording and interpreting women's interest
- Adding value to the information
- Representing the weaker sections (colour, race, transgender etc.)

**Q2.A)** -Role of an agent for Change

- Role to create employment and opportunities
  - Role to set up business in urban and backward areas
- Attributes: Ambitious, Self confidence and self-esteem, Perseverance, action oriented, Preference for learning by doing, Determination, Creativity

**Q2.B)** Any Case Study: Example: Patricia Narayan (Sandeepha Chain of Restaurants)

- Background
- Role
- Career Opportunity, Innovation and Diversification
- Business experience
- Challenges
- Contribution

**Q2.C)** Women entrepreneur are those women who initiate, organize and operate business enterprise for personal gain. They have contributed in the capital formation, improvement in per capita income, generation of employment, balanced regional development etc.

Challenges: Conflict between domestic & entrepreneurial commitments, Gender bias, Fear of taking risks, Patriarchal society etc.

**Q3.A)** To cater to the increasing urban population in the future, cities need to plan and provide a suitable environment for future investments, create new jobs and livelihoods, build reliable infrastructure, provide social service with access to affordable housing and efficient use of resources for a sustainable quality of life.

With the help of ICT (Information and Communication Technology) new cities, retrofitting existing cities with smart technologies and purpose driven cities can plan for ICT integrated projects in various sectors such as Environment, Energy, Transportation, Smart Buildings, Governance and Social Infrastructure.

**Q3.B)** Mumbai is known for its overcrowding, congestion, and poor quality infrastructure, polluted and decaying living environs. Open spaces in Mumbai are either inaccessible or offer only partial access or have been encroached upon.

Consequences: Open space concerns are being voiced for a long time now, kids in the city may be born with mental and physical infirmities. The paucity of space could be affecting young girls more than boys?

**Q3.C)** Street Vendors Act 2014 protects the rights of urban street vendors and regulates street vending activities.

In spite of providing certain rights to street vendors, relocating them and providing dispute redressal mechanism etc.

Most of them are still struggling for certificate of vending (stationary or mobile), vending zones, identity cards and licenses, vending fees, renewable of certificate etc.

**Q4.A)** Features:

- Males outnumber females in the general population
- Female life expectancy is higher among the elderly
- Elderly women residing in urban areas were the most dependent
- Majority of the elderly tend to work even after the age of retirement due to inadequate social security and financial resources
- Widows, whose numbers are far greater than widowers, are the most affected due to poverty, illiteracy and lack of poverty rights and social support.
- Elderly suffer from a host of physical and psychological ailments.

2

**Q4.B) Old age homes-residential institutions**

-Paid/Run on Charity

Day care centers -Semi- residential institution

-Provide basic requirements

**Q4.C) Role of Government -NPOP (National Policy on Older Persons)**

-The Maintenance and Welfare of Parents and Senior  
Citizens Act, 2007

**Q5.a) -Role of selecting, writing, editing, positioning, scheduling etc. in order to become  
news.**

-Provide the audience the picture of the world

-All items are not selected, some make their way into channels which are later divided  
into sections, and each entry passes through a Gate

-Forces near the Gate support or block the items at the Gate

-Gate Keepers in the Gate keeping process bring an impact to the public

**Q5.b) -To speed up the process of activating the factors of production**

-To bring high rate of economic growth and dispersal of economic  
activities

-To develop backward and tribal arrears

-Create employment

-Improve standard of living of weaker sections

**Q5.c) A city can be called a smart city, if it is built with reliable modern  
ICT infrastructure, provides social service with access to affordable housing and efficient use  
of resources for a sustainable quality of life and creates new jobs and livelihoods.**

Kochi (Kerala): ICT, Environment, Energy etc.

**Q5.d) Senior Citizen Association- Voluntary association**

-Outreach activities