



# MASS COMMUNICATION

OZgß/ma

(335)

Time : 3 Hours]

[Maximum Marks : 80

g\_` : 3 KÊ0q

[nþrnl\$ : 80

**Note :** (i) **All** questions in Section '**A**' are **compulsory**.

(ii) From Section '**B**' attempt questions of only **one** option of your choice.

(iii) Marks for each question is indicated against it.

{ZX} : (i) I ÊS>"A' ' |{XE JE g^r àfZ A{Zdm¶¶h&

(ii) I ÊS>"~' ' |{XE JE AnZr ng& Hô {g' \$EH\$ {dH\$en ' |goàíZnHô CÎma X|&

(iii) àÊ¶¶h\$ àfZ Hô Aß\$ CgHô gmr Zo{XE JE hc&

## SECTION - A

I ÊS>- A

1. Define Development communication [1]

{dH\$ng gß/ma H\$ n[a^mfmxr{OE &

2. Write the full form of FM. [1]

E' \$ E' H\$¶ {dnVma H\$ {OE &

3. What is the main work of Radio announcer. [1]

a{S¶¶moCXXKnfH\$ H\$¶ ' ¶¶¶ H\$¶¶¶~VnBE &

4. Write any two limitations of newspaper. [2]

g' n¶¶manî¶¶ H\$ H\$B¶Xnogr' mAn¶ H\$¶ Cëbd H\$ {OE &

5. What are the different forms of print media? [2]

' ¶DV ' nû¶¶¶ ¶ H\$ {d{^p àH\$ma ³¶¶mh?

6. What is transmitter? [2]

Qn¶¶ rQa ³¶¶mh?



7. Write any two benefits of using IPTV. [2]  
AnB: nr. 0x.dr. VHSZrH\$ H\$ H\$B Xno(defVnE±~VnBE &
8. What does "advertising campaign" mean? [2]  
""{dkmZ H\$anZ'' go<sup>3</sup>¶m A{^àn¶ h? &
9. What do understand by 'customization of news'? [2]  
i¶{<sup>3</sup>V{ZiR>g' nMna <sup>3</sup>¶mh? &
10. List any four functions and responsibilities of media. [4]  
' r{S¶mH\$ {H\$ht Mna H\$¶¶¶ Vwm CînaXn¶¶Edn¶H\$mCēbd H\$¶ &
11. Write any four qualities of a good reporter. [4]  
EH\$ AANA[annO\$ H\$ {H\$ht Mna Ju¶nH\$mC,, d H\$(OE &
12. What is "Running commentary"? Give two examples of running commentaries. [4]  
""Anē noXd mhnrb'' <sup>3</sup>¶mhnmh? "Anē noXd mhnrb' H\$ XnoCXnhaU Xr{OE &
13. What important points should be kept in mind while writing a radio program. [4]  
a{S¶mH\$m¶¶\$' {bI Vog' ¶ {H\$Z-{H\$Z ' hēdnjU~nV¶H\$mU¶mZ aI ZmMm(hE &
14. Describe the various types of television programme format. [4]  
{d{^p àH\$mna H\$ Oor{dOZ H\$m¶¶\$' ' \$n D>H\$m dU\$ H\$(O¶o&
15. What is a newsletter? Explain. [4]  
Y¶¶Obba <sup>3</sup>¶mh? g' PnBE &
16. Write down the advantages of new media over print media and television. [4]  
qàO>' r{S¶mEdsOor{dOZ H\$ ' W\$~boY¶y' r{S¶mH\$m I oRVnE±{b{I E &
17. List any four business opportunities in the area of new media. [4]  
Y¶y' r{S¶mH\$ j d ' |{H\$ht Mna i¶mdgn¶¶H\$ Adgan¶H\$mC,, d H\$¶ &
18. Name any six sources from where reporters gather news. [6]  
{H\$ht N> ònV¶H\$m n[aM¶ X|{OZgo[annO\$ g' nMna H\$m g¶\$bZ H\$Vmh? &
19. What are the different stages of television programme production? explain. [6]  
Oor{dOZ H\$m¶¶\$' {Z' nO H\$ {d{^p MaU <sup>3</sup>¶m-<sup>3</sup>¶mh? & g' PnBE &
20. Classify ads according to various media [6]  
{d{^p ' n¶¶' ¶ H\$ AnYna na {dkmZn¶H\$m dJuH\$U H\$(OE &



**SECTION - B**

**I ÈS> - ~**

**Option - I**

**((dH\$ën - I)**

**(Traditional Media)**

**(nmân[aH\$ ' nù'q')**

21. Define 'ballads'. [1]  
"~þnS> H\$nn[a^nfV H\$(OE &
22. What are the integrated role of traditional media and electronic media? [2]  
BbþQn(ZH\$ ' r{S\$lmVWmnaânamJV ' nù'q' nþ ' |nmân[aH\$ gâ~ÝY ³qmh?
23. What are string puppets? Give suitable examples. [2]  
Snn H\$RnW{bqmm³qmh? C{MV CXnhaU Xr{OE :
24. How can we use traditional media for social issues? Give suitable examples. [4]  
gm r{OH\$ ' WXnna naânamJV ' nù'q' nþ H\$m Cnqmm H\$goH\$a gH\$Voh? C{MV CXnhaU Xr{OE &
25. Mention any six advantages of traditional media. [6]  
naânamJV ' nù'q' nþ H\$ N> bmmþ H\$noqMr~Õ H\$a| &

**Option - II**

**((dH\$ën - II)**

**(Photo Journalism)**

**(' \$nð - nÌ H\$naVm)**

21. Define photography. [1]  
' \$nðmm \$ H\$nn[a^nfV H\$a| &
22. What is the purpose of a lens in a camera? [2]  
H\$' ao' | bþ H\$m ³qmm CXXóq h?
23. What is the importance of composition in photojournalism? [2]  
' \$nðnnÌ H\$naVm ' | gqnnOZ H\$ ³qmm ' hÌmm h?
24. Describe any four preparedness required for a photojournalist. [4]  
' \$nðnnÌ H\$na hVwAnþj V {H\$ht Mra Vqnn[aqnn H\$m C,, d H\$a| &
25. Explain with examples different types of photojournalism. [6]  
' \$nðnnÌ H\$naVm H\$ {d{dY è\$nn H\$ gmKhaU ìqmm»qmm H\$a| &

