

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5258

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Unique Paper Code : 11011505

Name of the Paper : Advanced Broadcast Media

Name of the Course : B.A. (H) Journalism –  
Core

Semester : V

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer ANY THREE questions in Part A and ANY THREE questions in Part B.
4. Questions in Part A carry 10 marks each and questions in Part B carry 15 marks each.

P.T.O.

## PART A

Answers any THREE questions.

(3×10=30)

1. Discuss the role of community radio for development purposes.
2. Briefly describe the role and functions of a broadcast channel.
3. Write a note on the evolution and relevance of comedy programming/genre on Indian Television.
4. Why is Aakashvani (All India Radio) called the Voice of India? Explain with examples.
5. What is the process of Electronic Field Production? Describe the characteristics of live reporting.

## PART B

ANSWER ANY THREE questions.

(3×15=45)

1. Elaborate on the public service broadcasting models of BBC and India in detail.
2. What are the policies and laws that govern private broadcasting in India.
3. "Emergence of reality television has changed programming on Indian television." Do you agree? Elucidate with relevant examples.
4. What is a PSA? Write a radio script on the 'Khelo India' Campaign.

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5. Write short notes on the following :

(a) Role of music videos in social change

(b) Reconstruction of news