

1129

**P.G. Diploma in Mass Communication****First Semester****PGDMC-103: Electronic Media****Time allowed: 3 Hours****Max. Marks: 100**

**NOTE:** Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any five in about 75-100 words each from the following:-

- a) Chanda committee
- b) FM Stations
- c) Lionel Fieldon
- d) SITE
- e) Hum Log
- f) Krishi Darshan
- g) Prasar Bharti
- h) Project Kheda
- i) INSAT
- j) Community Radio

(5x4)

**UNIT – I**

- II. Discuss in detail the evolution of radio in India. (20)
- III. In the age of information communication technologies (ICTs), do you think radio is still relevant and significant mass medium? (20)

**UNIT – II**

- IV. Elaborate on different types of radio programmes being broadcasted on FM and AIR respectively. (20)
- V. Discuss in detail various types of radio features. Write a 300 words features on 'Run for Unity' event. (20)

**UNIT – III**

- VI. Discuss the growth of Doordarshan and elaborate on its organizational structure. (20)
- VII. With social media becoming the popular platform for various communications, discuss the future of television in India in next 10 years. (20)

P.T.O.

(2)

**UNIT – IV**

VIII. You are an editor of a popular TV channel and you have to interview India's Finance Minister on the current situation of economy

- a) Prepare interview schedule for the same.
- b) What are the do's and don'ts of conducting an interview for TV. (20)

IX. Explain the following TV programmes and their formats with examples:-

- a) Fiction shows
- b) Reality shows
- c) Soap operas
- d) Epic serials (20)

x-x-x