

1127

P.G. Diploma in Mass Communication  
First Semester  
PGDMC-103: Electronic Media

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

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

- a) Radio Talk
- b) Prasar Bharti
- c) Vivid Bharti
- d) FM Radio
- e) Radio News
- f) Agriculture Programmes on TV
- g) SITE
- h) Brief history of Television
- i) TV Documentary

(5x4)

**UNIT – I**

- II. Discuss the organizational set up of All India Radio. (20)
- III. Discuss the role of Radio in the rural development of India. (20)

**UNIT – II**

- IV. What things you have to keep in mind while preparing the Radio Programme for Children? (20)
- V. What do you mean by Radio Feature? (20)

**UNIT – III**

- VI. Describe the role of Television as a Mass Medium. (20)
- VII. Are you satisfied from the TV programmes in our country? (20)

**UNIT – IV**

- VIII. How you rate Doordarshan's News comparing with Private Channels News? (20)
- IX. What things you have to keep in mind while conducting TV Interview with Prime Minister of India. (20)

x-x-x