

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. 1 which is compulsory and selecting one question from each Unit.

x-x-x

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

- a) All India Radio
- b) Community Radio
- c) Characteristics of Radio
- d) Radio Features
- e) Doordarshan
- f) Characteristics of Television
- g) Private TV Station
- h) TV programmes
- i) Discussion Shows on TV
- j) Future of TV

(5x4)

UNIT - I

- II. Write a detailed note on history of Radio in India. (20)
- III. Discuss Radio as Mass Medium with focus on role and reach of Radio. (20)

UNIT - II

- IV. Discuss different types of Radio Programmes. (20)
- V. Explain different types of Interview programmes on Radio with examples. (20)

UNIT - III

- VI. Write a detailed note on Role, Reach and Future of Television. (20)
- VII. Write a note on brief history of television. (20)

UNIT - IV

- VIII. Discuss TV Interview Shows with examples. (20)
- IX. Write a note on TV Documentaries. (20)

x-x-x