

Exam Code: 1162
Sub. Code: 8504

2122
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 the following:-

- a) Live Coverage
- b) News Producer
- c) Cable TV
- d) OB Van
- e) Breaking News
- f) F.M
- g) Radio serial
- h) Voice Over
- i) Announcer
- j) Microphone

(10x2)

UNIT - I

- II. Give brief history of Radio broadcasting in India. (20)
- III. How is radio a medium of Communication? Discuss the characteristics of Radio. (20)

UNIT - II

- IV. Discuss the function of a radio Producer. (20)
- V. What is anchoring? Explain specialized forms of anchoring. (20)

UNIT - III

- VI. Give an account of the electronic perspective of Television. (20)
- VII. Explain the News room structure & function of TV. (20)

P.T.O.

(2)

UNIT - IV

- VIII. If you have to conduct an Interview of a political personality, what are the questions do you design for the show? (20)
- IX. Television has changed the definition of news. Is it an exaggerated statement? Discuss with reasons and examples. (20)

x-x-x