

Seat No. : \_\_\_\_\_

**AF-144**

**April-2015**

**Fourth Year, M.Sc., (CA & IT)**

**Integrated**

**Mass Communication**

**Time : 2 Hours]**

**[Max. Marks : 50**

1. “Mass communications influence our world in variety of ways.” Discuss with examples from different media. **10**

**OR**

Give your views on “Media are fundamental to an informed and educated public”.

2. Describe different stages of television programme production. **10**

**OR**

What is Corporate Communication ? Describe its functions.

3. What are Radio waves ? Where are they found ? Explain with some examples. **10**

**OR**

Explain the basic working model of radio with transmitter and receiver description.

4. Discuss the E-paper advantages and the IT-support it requires to function with examples. **10**

**OR**

Define in-house Journal, its Target group, Content and Software support it requires in the process of designing and production.

5. Short notes : (Any **two**) **10**

- (a) Objectives and appeals of advertisements
- (b) Children and Indian television
- (c) Modulation and basic Methods
- (d) Difference between Newspaper and Magazine

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