



Seat No. : _____

XZ-145

Five Years M.Sc. (CA & IT) Integrated (K.S.)

4th M.Sc.

April-2013

Mass Communication

Time : 3 Hours]

[Max. Marks : 100

1. Explain any **two** : **20**
 - (i) What is Mass Communication ? Explain the major functions and importance of Mass Communication.
 - (ii) Explain the present mass media scenario in India and discuss its impact on children.
 - (iii) What are the specific features of New Technology being used in media and how it has transformed the media world ?

2. Explain any **two** : **20**
 - (i) The news editor is pivot of news operations – Justify. What are his role and responsibilities in a largely circulated daily newspaper ?
 - (ii) What is News ? Explain various types of news. How does a journalist evaluate news worthiness of information ?
 - (iii) Which are the six questions that makes a perfect news item ? Discuss in detail.

3. Explain any **two** : **20**
 - (i) Design advertising campaign strategy for waste disposal in your city.
 - (ii) Define public relations and explain its role in corporate communication.
 - (iii) Give one good definition of advertising and explain in detail. Explain different functions of advertising.

4. Explain any **two** : **20**
 - (i) Describe the working of a Radio station.
 - (ii) Discuss in detail various formats of Radio programs.
 - (iii) Discuss in detail the limitations of Radio broadcasting.

5. Explain any **two** : **20**
 - (i) Explain the role of television in Mass Communication in the 21st Century.
 - (ii) What is editing and why it is necessary in T.V. programs ?
 - (iii) Describe various camera movements and camera shots.