

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

# AB-155

April-2019

4<sup>th</sup> Year Integrated M.Sc. (CA & IT), Sem.-VIII

## Mass Communication

Time : 2 Hours]

[Max. Marks : 50

1. (a) What is mass communication? Which are the functions of mass communication ? 5
- (b) Which are the code of ethics formulated by Press Council of India? Explain in brief. 5

**OR**

Define mass communication and discuss origin of mass communication. 10

2. Discuss the advantages of new media with print and television. What are the limitations of new media ? 10

**OR**

Write a note on different types of media of new age.

3. Describe the working systems of radio station. 10

**OR**

What are the three stages of television programme production? Explain in brief.

4. What is advertising? Discuss various functions of advertising. 10

**OR**

Write a note on corporate identity.

5. Write short notes on : 10
  - (1) Advertising appeals
  - (2) Public and private radio stations
  - (3) Criteria of news
  - (4) Advertisement