

Seat No. : _____

LF-131

April-2014

4th M.Sc. (CA & IT) (Integrated)

Mass Communication

Time : 3 Hours]

[Max. Marks : 100

1. What is mass Communication ? Explain its use and effects on society. **10**

OR

Describe the advantages of technology with reference to mass communication with examples.

2. Write in brief of any **two** : **10**
- (a) E-content as Teaching Aid
 - (b) Effective presentation
 - (c) Mass Media Today
 - (d) Profit versus Quality in Mass Communication Content

3. Explain different stages of television programme production with details of activities during each stage. **10**

OR

Describe the History of Television in India.

4. Write in brief any **two** : **10**
- (a) Picture composition – Do's and Don'ts
 - (b) Types of Lighting in TV programme
 - (c) KCP & JDCP – Landmark projects of TV in India
 - (d) Photography as a Tool of Communication

5. What is advertising ? Explain different stages of a well-managed Advt. campaign. **10**

OR

Explain Corporate Social Responsibility with examples.

6. Write in brief on any **two** : **10**
(a) Advertising appeals
(b) AIDA Model of Advertising
(c) Functions of Corporate Communication
(d) Advertising versus Publicity
7. What is News ? Discuss news value in detail. **10**
OR
Briefly mention the types of News stories published in a Newspaper.
8. Write short note on any **two** : **10**
(a) What makes News ?
(b) Role and Responsibility of an Editor in Newspaper
(c) What are the fundamental qualities of News ?
(d) News as a Tool – positive and negative.
9. Describe the objectives of Radio. **10**
OR
Discuss in detail information technology based formats of Radio programmes.
10. Write short notes on any **two** : **10**
(a) Functioning of a Radio Station
(b) Characteristic of Radio
(c) Various terms used in Radio broadcasting
(d) Radio as a powerful tool of Mass Communication.
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