This Question Paper consists Bg àíZ-nÌ _ 30 àíZ [lĒS	of 30 questions [Section - A (20) + Section - B(5+5)] and 4 printed pages. S>"A' (20) + I ÊS>"~' (5+5)] VWm4 '(DV n)>h&
SI. No.	
Roll No. AZN§_n§ \$	Code No. 60/SS/A
	MASS COMMUNICATION Set $/g \sim A$ (335)
Day and Date of Examina	
(narj m H\$m {XZ d {XZn{J}\$)	
Signature of Invigilators	1
({Zarj H\$m H& hñVnj a)	2

General Instructions:

- 1. Candidate must write his/her Roll Number on the first page of the Question Paper.
- 2. Please check the Question Paper to verify that the total pages and total number of questions contained in the Question Paper are the same as those printed on the top of the first page. Also check to see that the questions are in sequential order.
- 3. Making any identification mark in the Answer-Book or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
- 4. Write your Question Paper Code No. **60/SS/A**, **Set A** on the Answer-Book.
- 5. (a) The Question paper is in English/Hindi medium only. However, if you wish, you can answer in any one of the languages listed below: English, Hindi, Urdu, Punjabi, Bengali, Tamil, Malayalam, Kannada, Telugu, Marathi, Oriya, Gujarati, Konkani, Manipuri, Assamese, Nepali, Kashmiri, Sanskrit and Sindhi. You are required to indicate the language you have chosen to answer in the box provided in the Answer-Book.
 - (b) If you choose to write the answer in the language other than Hindi and English, the responsibility for any errors /mistakes in understanding the question will be yours only.

gm_n/r AZWe:

- 1. narj mWu àíZ-nÌ H¢nhbonð>na AnZmAZH\$′ n∰\$ Adí¶ {bl &
- 2. H\$n¶màíZ-nÌ H\$mOnW b|{H\$àíZ-nÌ H\$H\$b nðaþVWmàíZnþH\$s CVZr hr g\$>¶mh;{OVZr àW' nð>H\$g~goD\$na Nanr h\$ Bg~nV H\$s OnW ^r H\$a b|{H\$àíZ H\$('H\$ê\$n'|h\$
- 3. CÎna npri VH\$m' | nhMmZ {M ~ ZmZoAWdm{Z{XYP}ri WmZnhH\$A{V[a^\$ H\$ht ^r AZhH\$' n\$H\$ {b1 Zona narj nhVu H\$mvA¶nhb] R\$ham¶|mOn¶|olm&
- 4. AnZr CÎma-nprīVH\$mna àíZ-nÌ H\$k H\$m\$>g\$\quad \text{9m 60/SS/A, g\$\delta \text{-} A \text{ \bl } \text{\k}
- - H\$n¶mClna-npnVH\$m'|{XEJE~nPg'|{bl|{H\$Amn{H\$q^nfm'|Clna{blahoh&
 - (I) ¶{X Amn qhXr Ed\$A\$JOr Hô A{V[a³V {H\$gr Aݶ ^mfm'|CÎma {bl Voh¢VmàíZ H\$mg' PZo'|hmZodmbr Ì (02¶nþ' Jb{V¶nþH\$s {Oå' kmar Hôdb AmnH\$s hmbr&

MASS COMMUNICATION OZgMm (335)

Time: 3 Hours] [Maximum Marks: 80

g_` : 3 KÊQ\$ [n\nunnin \text{ini} : 80

Note: (i) **All** questions in Section 'A' are **compulsory**.

- (ii) From Section 'B' attempt questions of only one option of your choice.
- (iii) Marks for each question is indicated against it.

 $\{ZX\}e: (i) \quad I \hat{E}S = A' '|\{XE \ JE \ g^r \ aiZ \ A\{Zdm \}\}\}\}$

- (ii) **I ÊS>"~'** '|{XE JE AnZr ng**%** H**6**{g'**\$EH\$**{dH\$ën '|goàíZn|H\$CÎma X|&
- (iii) à˶H\$àíZ H\$AfH\$CgH\$gm Zo{XE JE h&

SECTION - A

I ÊS>- A

1.	Define Development communication {dH\$ng g\$/ma H\$s n[a^mfmXr{OE &	[1]
2.	Write the full form of FM. E'\$E' H\$m{dñVm H\${OE &	[1]
3.	What is the main work of Radio announcer. a(S¶mCXKmFH\$ H\$m' > ¶ H\$m¶©_VmBE &	[1]
4.	Write any two limitations of newspaper. g'nMmanln H\$s H\$nB®Xmgr'mAn H\$mCëbol H\$s{OE &	[2]
5.	What are the different forms of print media? '(DV'nU¶'n H6{d{^P àH\$m 3¶mh?}	[2]
6.	What is transmitter? Ong 'rOa 3 Imhi?	[2]

7.	Write any two benefits of using IPTV. AnB®nr.Qr. VH\$ZrH\$ H\$ H\$nB®Xnn{defVnE±~VnBE &	[2]
8.	What does "advertising campaign" mean? ""{dkmZ HanZ" go³¶mA{^àn¶ h¡?	[2]
9.	What do understand by 'customization of news'? $i \P \{ 3V \{ Z \hat{l} R > g' \text{ nMma } 3 \P \text{mh} \} \}$	[2]
10.	List any four functions and responsibilities of media. 'r{S¶mH\$ {H\$\htimes Mm H\$\htimes Mm}vWm Clank(¶\bar{Edn H\$\htimes C\bar{E}bd H\$\htimes A} &	[4]
11.	Write any four qualities of a good reporter. EH\$ AÀN@[ann@PH\$ {H\$/ht Mma JlungH\$mC, d H\$s{OE &	[4]
12.	What is "Running commentry"? Give two examples of running commentaries. ""And mox mhmb" 3 mhmb/mh; "And mox mhmb" H\$ XmoCXmhaU Xr{OE &	[4]
13.	What important points should be kept in mind while writing a radio program. a(SIMHMMPS' {b Vog'¶ {H\$Z-{H\$Z' hËdn}U\$_nVMH\$MܶmZ a ZmMm(hE &	[4]
14.	Describe the various types of television programme format. {d{^P àH\$n H\$ 0\$br{dOZ H\$n}P\$' '\$n }}>H\$n dUZ H\${O}n&	[4]
15.	What is a newsletter? Explain. Ynobla 3nh;? g' Prbe &	[4]
16.	Write down the advantages of new media over print media and television. qà0>'r{S¶mEd{00tor{dOZ H\$\frac{1}{2}}\frac{1}{2}}\frac{1}{2	[4]
17.	List any four business opportunities in the area of new media.	[4]
18.	Name any six sources from where reporters gather news. $\{H$/ht N$ \circ nVn H$mn[aM¶ X] \{OZgo[ann020g'nMma HmgHbZ H$aVmhj&$	[6]
19.	What are the different stages of television programme production? explain. Of the dot o	[6]
20.	Classify ads according to various media {d{^P 'nU¶'n H6 Amyma na {dkmnZn H5mdJuH5nU H5s{OE &	[6]

Option - I	
({dH\$ën - I)	
(Traditional Media)	
(nmaån[aH\$ 'nܶ')	F47
21. Define 'ballads'. "~pn&' H\$non[a^m(fV H\$s{OE &	[1]
22. What are the integrated role of traditional media and electronic media? Bb@@{ZH\$ 'r{\$\$\mVWmnaanamJV 'nU\\\" n\\" nmann[aH\$ ga^\\Y 3\\\\" nm\\\"	[2]
23. What are string puppets? Give suitable examples. Sm H\$RnW{b¶ne³¶mhi? C{MV CXnhaU Xr{OE :	
4. How can we use traditional media for social issues? Give suitable examples. gm/m(OH\$ ' MXmona naanamJV ' mU¶' m/ H\$m Cn¶mJ H\$goH\$a gH\$Voh;? C{MV CXmhaU Xr{OE &	
25. Mention any six advantages of traditional media. naånamJV 'nܶ'n H\$N> bm^n H\$mgjMr~Õ H\$a &	[6]
Option - II	
((dH\$\text{\text{dH}}\text{\text{in}} - II) (Photo Journalism) ('\$\text{\text{M}}\text{\text{m}} - n \text{\text{H}}\text{\text{H}}\text{\text{m}}\text{\text{W}}	
21. Define photography. '\$n@adm'\$s H\$non[a^mfV H\$a &	[1]
22. What is the purpose of a lens in a camera? H\$' ao' bb H\$m 3 ¶m CXX of ¶ h;?	
23. What is the importance of composition in photojournalism? '\$n0mnìH\$n[aVm' g¶n0ZH\$s³¶m'hîmh;?	
24. Describe any four preparedness required for a photojournalist. '\$n@nniH\$na hb/wAn{j V {H\$/ht Mma V¶m[a¶m]H\$mC,d H\$a &	
25. Explain with examples different types of photojournalism. '\$n@nniH\$n[aVmH\$ {d{dY e\$nn H\$s gn\nhaU i\nm\nm\mm\a &	[6]
$\Theta\Theta\Theta$	

SECTION - B | Ê\$> - ~