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25451-OE-EN

**BCA IV SEMESTER [MAIN/ATKT] EXAMINATION
MAY - JUNE 2025**

ENGLISH LANGUAGE
[Mass Media and Communication Skills]
[Open Elective]

[Max. Marks : 60]

[Time : 3:00 Hrs.]

Note : All THREE Sections are compulsory. Student should not write any thing on question paper.

[Section - A]

This Section contains **Multiple Choice Questions**. Each question carries **1 Mark**. All questions are compulsory.

Q. 01 Broadcast media does not include -

- | | |
|-------------------|---------------------|
| a) Radio | b) Television |
| c) Recorded Music | d) Both (a) and (b) |

Q. 02 An expert in crafting, engaging and informative content for online audiences is called -

- | | |
|-------------|---------------------------|
| a) Writer | b) Director |
| c) Activist | d) Web content specialist |

Q. 03 In advertising, USP stands for -

- | | |
|-------------------------|-------------------------------|
| a) Unique Sale Price | b) Unique Selling Proposition |
| c) United Selling Price | d) None of these |

Q. 04 To protect the words written by one person from being used by another person without consent is -

- | | |
|------------|------------------|
| a) Review | b) Copyright |
| c) License | d) None of these |

Q. 05 Socializing, sharing knowledge updating oneself is the _____ impact of social media -

- | | |
|------------------|------------------|
| a) Negative | b) Positive |
| c) Interrogative | d) None of these |

P.T.O.

[Section - B]

This Section contains **Short Answer Type Questions**. Attempt **any five** questions in this section in 200 words each. Each question carries **7 Marks**.

- Q. 01** What are the various types of Media.
- Q. 02** How can we use media for Educational Purpose.
- Q. 03** Why radio is still popular. Give reasons.
- Q. 04** Which rules are to be kept in mind for script writing.
- Q. 05** What do you understand by 'Piracy' and 'Copying'.
- Q. 06** What are the barriers in Communication.
- Q. 07** How mass media has influenced Youth.
- Q. 08** What is the future of Mass Communication.

[Section - C]

This section contains **Essay Type Questions**. Attempt **any two** questions in this section in 500 words each. Each question carries **10 marks**.

- Q. 09** What points are to be kept in mind for writing news reports and editorials.
- Q. 10** What are the challenges and trends in Mass Communication.
- Q. 11** Explain how media rights are under pressure in Authoritative Rule.
- Q. 12** What are the positive and negative effects of Mass Media.

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