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24410-O

B.Sc. IV SEMESTER [MAIN/ATKT] EXAMINATION
JUNE - JULY 2024

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 Piracy is done through _____ ways -

- | | |
|-----------------|-----------------|
| a) Video Piracy | b) Cable Piracy |
| c) CD Piracy | d) All of these |

Q. 02 While writing scripts for radio, following point should not be allowed -

- | | |
|-------------------------|----------------------|
| a) Write short sentence | b) Repetitions |
| c) Use pronouns | d) Use present tense |

Q. 03 Mass communication is the study of _____ -

- | | |
|-------------------------|-----------------|
| a) News paper | b) Films |
| c) Television and Radio | d) All of these |

Q. 04 Which among the following is not the cause of the popularity of radio -

- | | |
|--------------------|---------------------------------------|
| a) it is adaptable | b) it is portable |
| c) it is expensive | d) it plays music and broadcasts news |

Q. 05 Semantic barrier is related to -

- | | |
|------------|-------------|
| a) Sound | b) Language |
| c) Picture | d) Culture |

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 do you understand by 'Copyright', 'Piracy' and 'Licensing Issues'.
- Q. 02** Why radio is still popular ? Give reasons.
- Q. 03** What is editing in print and online media ?
- Q. 04** How mass media has influenced the youth ?
- Q. 05** What do you understand by 'Sponsored News' and 'Patents'.
- Q. 06** Discuss the positive and negative effects of Mass Media on Society.
- Q. 07** What are media rights under pressure ?
- Q. 08** What is the role of a Sub-Editor.

[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** Explain in details the Barriers in Communication.
- Q. 10** Write an essay on media for educational purpose.
- Q. 11** What points are to be kept in mind if you are script writing for T.V. and Radio.
- Q. 12** What are the essential elements for writing news report and editorials.

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