

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. (SEMESTER-IV) EXAMINATION, APRIL 2019
MASS COMMUNICATION

Duration: 2 Hours

Marks: 80

Instructions:

- 1) All questions are compulsory, however internal choice is available.
- 2) Figures to the right indicate full marks.

- Q.1. Answer **any four** of the following questions : (4x4=16)
- a) Explain the word "Communication".
 - b) What do you understand by the term Journalism?
 - c) Write a note on "Writing for radio headlines"
 - d) What is Visual Communication in TV Journalism ?
 - e) Mention the main aspects of film making.
- Q.2. Write short notes on **any four** of the following : (4x4=16)
- a) The Press in India after Independence.
 - b) Moderating techniques for radio panel discussion.
 - c) TV news writing.
 - d) Types of documentary films.
 - e) Non-verbal communication.
- Q.3.a) With the help of a diagram explain the communication process with a emphasis to feedback in communication and mass communication. (6)
- b) What are the functions of Media in development ? (6)
- OR**
- Q.3.c) What are the advantages and disadvantages of Mass Communication ? (6)
- d) Write a note on "Writing for Television". (6)
- Q.4.a) Explain the Power of the Press in India. (6)
- b) What are the Formats of radio programs ? (6)
- OR**
- Q.4.c) Write a note on the development of the Indian press from the publication of Hicky's paper till Independence. (6)
- d) What is meant by "Writing for radio commercials"? (6)
- Q.5.a) Give a brief history of the feature film in India from 1913 to 1990. (6)
- b) How has TV affected other mass media? (6)
- OR**
- Q.5.c) How can the media in the countryside help to eradicate ignorance and bring about social change? (6)
- d) In what way is cable TV different from the usual TV? (6)

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Q.6.a) What is the meaning of “Concept of Development”? (6)

b) Write a note on “Television news editing”. (6)

OR

Q.6.c) How can the Media be used to create Political awareness among the people? (6)

d) Write a note on FM broadcasting. (6)

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