

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER-IV) SUPPLEMENTARY EXAMINATION,
MAY/JUNE 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) Name any two advantages of "Mass Communication".
- b) How does the press educate and entertain the public?
- c) Write a note on "Writing for radio commercials"
- d) What is meant by "Television News Editing"?
- e) What impact documentaries have on the people?

Q.2. Write short notes on **any four** of the following: (4x4=16)

- a) The Nature of Journalism
- b) Formats of Radio programs
- c) Writing for Television
- d) The impact of Cinema on society.
- e) Problems of development communicators in India.

Q.3.a) Explain the process of Communication . (6)

b) What are the functions of Mass Media? (6)

OR

Q.3.c) Write a note on Non – Verbal Communication. (6)

d) How can Television help in Education ? (6)

Q.4.a) What is the role of the Press in India today ? (6)

b) Describe the Radio set-up in India. (6)

OR

Q.4.c) Explain in brief the history of Indian Journalism? (6)

d) Write a note on "Writing for Radio". (6)

Q.5.a) What are the issues and problems of cinema in India? (6)

b) What are the different roles that the media has to perform
in a country like India ? (6)

OR

Q.5.c) What is a documentary film and what are the different types of
documentary films? (6)

d) Can Television be used for National Development in India? (6)

P.T. O.

Q.6.a) Explain what is “Growth and Development” . (6)

b) How Television programs are prepared ? (6)

OR

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

d) Write a note on “Satellite Television”. (6)

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