

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE
& ECONOMICS, FARMAGUDI, PONDA, GOA.
B. COM. (SEMESTER IV) EXAMINATION, APRIL/MAY 2023
MASS COMMUNICATION

Duration: 2 Hours

Marks: 80

Instructions:

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

- Q. 1. Answer **any four** of the following questions: (4x4=16)
- Explain the term 'Communication'.
 - What do you understand by 'Mass Communication'?
 - Explain in brief Frequency Modulation (FM).
 - Write a note on Visual Communication in TV Journalism?
 - Explain in brief Cable TV and Dish Antenna.
- Q. 2. Write short notes on **any four** of the following: (4x4=16)
- Voice Training in Radio Journalism
 - Human communication according to Denis McQuail.
 - Teasers and Promos
 - Newsreel in Journalism
 - Concept of Development Communication
- Q. 3. a) What are the Formats of Radio Programs? (6)
b) Explain in detail 'Writing for Television'. (6)
- OR**
- Q. 3. c) Discuss in detail Films as a medium of entertainment? (6)
d) Discuss the development of Television as a medium of mass communication. (6)
- Q. 4. a) Write a note on 'Silent Era' of Films. (6)
b) Write a detailed note on Documentaries. (6)
- OR**
- Q. 4. c) Discuss about the emergence of AIR. (6)
d) Discuss the development of Radio as a medium of mass communication. (6)
- Q. 5. a) What is TV News Editing? (6)
b) How is Piracy affecting the growth of development of Media? (6)
- OR**
- Q. 5. c) Discuss the issues and problems of Indian Cinema. (6)
d) Explain Satellite Television in India. (6)

P.T.O.

