

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4444 A

Unique Paper Code : 12035902

Name of the Paper : GE: Media and Communication Skills

Name of the Course : B.A. (Hons)

Semester : II/IV

Duration : 3 Hours 30 Minutes Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

PART A

Answer any **three** questions from this part. Each question carries **10** marks

1. Define the following in your own words :
(a) Inverted Pyramid Structure
(b) FM Radio
2. Is social media a threat to traditional media? Give reasons for your answer.
3. In what ways has the television media adapted to the technological changes?

P.T.O.

4. Should Advertisers be socially and ethically responsible, or should they just be driven by their sales pitch? Why do you think so?
5. Explain the different styles of news writing?

PART B

Answer any **three** questions from this part. Each question carries **15** marks

6. Write an editorial on the industry of Fake News and its impact on the people.
7. Make a story board on an advertisement for Men's Fairness Cream.
8. Write a news story of a usual incident in an IPL match or a recent political happening.
9. Draft a Blog on how digital platforms such as Netflix, Amazon Prime, and Disney Hotstar have revolutionized the movie-viewing experience.
10. Frame a set of 10 questions and its answers for an interview with a movie star of your choice for a radio show.