2020

MASS COMMUNICATION & JOURNALISM (Honours)

Paper : 301 MCJH DC-5

(Introduction to Broadcast Media)

(CBCS)

Full Marks : 25 Time : Two Hours

The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.

Group - A

1. Answer any *three* questions : 5×3=15

   (a) Vivid Bharati

   (b) Ambience Sound

   (c) Basic Shots

   (d) News Producer

   (e) DD News

Group - B

2. Answer any *one* of the following : 10×1=10

   (a) "It is not important what you show on TV. It is important how you show it" — explain. 10

   (b) Why FM Channel is so popular? Do you think that this channel has brought remarkable changes in the radio broadcasting system of India? Discuss. 10