

Roll No.

A - 770

B.A./B.Com/B.Sc/B.Sc. (Home Sc.)
(Second Year) EXAMINATION, March/
April-2023

Open Elective

English Literature

Paper-II

MASS MEDIA AND COMMUNICATION
SKILLS

Time : Three Hours

Maximum Marks : 70

Note- Attempt *all* questions. Marks are given
against each question.

Section - A

1. Answer the following questions in about
50 words each—
- (i) How can the media be helpful to
people? 2

P.T.O.

(2)

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Or

Discuss in brief the relationship
between globalization and mass
communication.

- (ii) Why is ethics important in advertising?
Explain. 2

Or

What do you understand by digital
marketing?

- (iii) What do you understand by
patents? 2

Or

Write a very short note on 'Sponsored
News'.

Section - B

Answer the following questions in about
200 words each—

2. Write a note on the role of mass media in
globalization. 9

Or

Discuss television as the most popular means
of mass communication.

3. What is the best type of advertising and why? 9

Or

Throw light on the main features of advertising. <https://www.jiwajionline.com>

4. What is the importance of scripts in radio and television? 9

Or

What is an editorial and what is its purpose?

5. How can you get permission to use a copyright work? 9

Or

What are the semantic barriers of communication?

Section – C

Answer the following questions in about 500 words each—

6. 'Journalists are gatekeepers of information.' Give a reasoned answer. 14

Or

Define advertisement and discuss its various types.

P.T.O.

7. What is news? Discuss the important steps of writing a news report. 14

Or

Write short notes on the following barriers in communication—

- (a) Cultural Barrier.
(b) Psychological Barrier.