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BEGG-171

BACHELOR OF ARTS (GENERAL)

(BAG)

Term-End Examination

December, 2021

**BEGG-171 : MEDIA AND COMMUNICATION
SKILLS**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions choosing at least **two** from each Section.

(ii) All questions carry equal marks.

(iii) Answer each question in about **300 words**.

Section—A

1. Identify essential elements of communication and their role and functions in the process of communication. 20

2. Discuss the impact of different types of mass media on people. 20
3. What comprises the basics of a television programme ? Discuss. 20
4. Describe the important functions and principles of news editing. 20
5. Discuss the aims and objectives of advertisements. 20

Section—B

6. Enlist various things one needs to keep in mind while preparing a radio advertisement. Prepare a copy for radio advertisement for promoting awareness about environmental protection. 20
7. Write a 30 sec. TV advertisement for promotion of the idea of 'Education For All' without music and effects. 20

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8. Write an editorial on prevailing pandemic situation in India and how India has been dealing with it. 20
9. Write an e-mail to your friend seeking advice on exam preparation. 20
10. Write a blog on personality development. 20