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BEGG–171

**BACHELOR OF ARTS (GENERAL)
(BAG)**

Term-End Examination

December, 2023

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

Time : 3 Hours

Maximum Marks : 100

***Note :** This question paper has two Sections—
Section A and Section B. Both Sections are
compulsory.*

Section–A

***Note :** Attempt any **two** question in about
150-200 words each. $2 \times 10 = 20$*

1. What are the different elements of communication ? Explain with examples.
2. Enlist the different types of advertisement you find in newspapers and magazines.
3. State the meaning of the term “News” and describe its elements.

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4. Discuss briefly the uses of computer network for organizations and for individuals.

Section-B

Note : Attempt any **four** questions in about **400-450** words each. $4 \times 20 = 80$

1. Discuss in detail the various characteristics of a film. Explain with examples.
2. What are the basic rules to be followed while writing scripts for the radio broadcast ? Explain by giving suitable examples.
3. Discuss the main elements of the World Wide Web and explain how writing for the web differs from writing for print media.
4. Describe the principles of and process involved in news scripting for the broadcast media.
5. What is ethical advertising ? How is it different from unethical advertising ?
6. Enlist various characteristics of a TV ad that makes it a distinctive genre.
7. What is an editorial ? Discuss the parallels of editorials in other media by giving suitable examples.

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