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**BEGG-171**

**BACHELOR OF ARTS (GENERAL)**

**(BAG)**

**Term-End Examination**

**June, 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 :** *Answer any **two** in about **150-200** words  
each.  $2 \times 10 = 20$*

1. Write a brief note on cyber media.

**P. T. O.**

2. What are the aims and objectives of an advertisement ? Explain.
3. Discuss the process involved in preparation for an ‘unscripted’ programme.
4. What are some of the uses of multimedia ? Give an example as an illustration.

### Section—B

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

1. What are the basic rules and techniques followed by TV news reporters while writing for television ? Explain.
2. Discuss the impact of radio and television on our lives by giving examples.
3. What is an Advertisement ? State its need and function.
4. Discuss the various strategies for advertising a product or an idea. Explain by giving examples.

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5. What do you understand by the basics or the grammar of television programmes ? Explain with examples.
6. Discuss the role of the internet in writing and media.
7. Discuss the impact of social and cyber media on our lives.