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BEGG–171

BACHELOR OF ARTS (GENERAL)

(BAG)

Term-End Examination

June, 2024

**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** questions in about
150-200 words each. $2 \times 10 = 20$*

1. Discuss the various steps involved in the communication process.

P. T. O.

2. Discuss the impact and dangers of mass media.
3. How would you define broadcast advertising ?
4. Describe the duties, responsibilities and qualities of a sub-editor.

Section—B

Note : Answer any four questions in about 400-450 words each. 4×20=80

1. Define Cyber media and its characteristics. What preventive measures can one take to keep one safe from cyber crimes ?
2. Discuss the various aspects of the process of creating content for the web and browsers.
3. Describe the principles of and process involved in news scripting for the broadcast media.
4. Discuss the process of preparation for an 'unscripted' programme.
5. Discuss the issue of ethics involved in advertising by giving suitable examples.

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6. Write a letter to the editor of a newspaper complaining about the nuisance created by the use of loudspeakers around your residential areas.

7. Write an interview with a media personality of your choice, framing 10 meaningful questions and their probable answers/responses.