

2/H-78 (v) (Syllabus-2015)

2 0 1 6

(April)

**MASS COMMUNICATION AND
VIDEO PRODUCTION**

(Honours)

(Media Scene in India)

Marks : 56

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer all questions

1. Write short notes on the following : 3×4=12

- (a) Classified Advertising**
- (b) Cross Media**
- (c) National Film Archives**
- (d) Broadcasting Bill**

(2)

2. Write short notes on *either* (a) and (b) or (c) and (d) of the following :

(a) Press Councils

(b) Indian Parallel Cinema 6+5=11

Or

(c) Digital Revolution

(d) Copyright Act 6+5=11

3. Give the history of Indian Newspaper. What are its objectives? Write a brief note on the expansion of Indian newspaper in the current market scenario. 6+5=11

Or

What are different services rendered by the AIR? Does it cater to the needs of the public? Give your suggestion to improve its services to the society. 6+5=11

4. Evaluate the relevance of Doordarshan Kendra in the current global broadcasting scenario. 11

Or

Discuss the problems and prospects of film industry in North-East India. 11

(3)

5. What is media ethics? Explain in detail the Press Councils guide to journalistic ethics.

3+8=11

Or

Discuss the concept of media convergence with suitable examples. 11
