

SET 1

Unique Paper Code: 12035902

Name of the Paper: Media & Communication Skills (GE)

Name of the Course: B.A. (Honours)

Semester: III

Duration: 3 Hours writing time and 1 hour for downloading the question paper and uploading the answer sheets

Maximum Marks: 75

Instruction for Candidates

Answer any *three* questions

All questions carry equal marks (25)

1. How has globalisation impacted the news industry in India? Explain with examples.
 2. Write a note on the strengths and weaknesses of radio as a mode of Mass Communication.
 3. Elaborate on the origin and nature of Mass Communication.
 4. Create a commercial advertisement for a mobile app that helps its users in online shopping of medicines and cosmetics.
 5. Write an editorial on the impact of online modes of teaching-learning in a socially diverse country like India.
 6. Write a review of a web-series or film that you have recently watched.
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