

[This question paper contains 4 printed pages.]

Your Roll No. ~~23064~~ 5070

Sr. No. of Question Paper : 5925

G

Unique Paper Code : 62035919

Name of the Paper : GE: Media and Communication Skills

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

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

Part A

*Answer any **three** questions from this part. Each question carries 10 marks.*

1. Write short notes on **any five** of the following :

(i) X

(ii) Masthead

P.T.O.



~~(iii)~~ You Tube shorts

~~(iv)~~ Community Radio

~~(v)~~ Web Browser

~~(vi)~~ Online Marketing

(vii) Headline

2. What are the adverse consequences of fake news?
Explain with an example.
3. Discuss, with a suitable example, the differences between Citizen Journalism and mainstream journalism.
4. What are the effects of globalisation on the television entertainment industry? Discuss and give at least one example.
5. Explain the AIDA technique of creating an advertisement.

Part B

Answer any three questions from this part. Each question carries 15 marks.

6. "Online marketing depends on targeted advertisements whereas conventional marketing depends on general advertisements." Comment on the above statement with suitable examples.
7. "Censorship works as a double-edged sword by suppressing both false and true news." Discuss with examples.
8. Make an advertisement to market a smartwatch that your company has produced. Explain what kind of advertisement it is and why.
9. Write a news report of about 300 words on the G-20 summit held on 9-10 September 2023 at Bharat Mandapam International Exhibition-Convention Centre, Pragati Maidan, in New Delhi.

P.T.O.

10. "Platforms like Instagram and YouTube are evidence that technology can be a great means for democratisation of media." Do you agree? If yes, why? If not, why not? Write your opinion in the form of a blog.