

- N.B. 1. All the questions are compulsory  
2. Figures at right indicate full marks

75 Marks

Q.1. A. What is research? What are the characteristics of Research (8)

Q.1.B. Discuss the Types of Research (7)

OR

Q.1.C. Elaborate the difference between Pure research and Applied research (8)

Q.1.D. Explain the Process of research (7)

Q.2.A. Elaborate the types of measurement scales (8)

Q.2. B. Write the design of a research report (7)

OR

Q.2. C. What is secondary data? Elaborate the Limitation of secondary data (8)

Q.2.D. What is schedule? Explain the types of schedule (7)

Q.3. A. What are the types of measurement scales? (8)

Q.3.B. What do you mean by the term hypothesis? Types of Hypothesis (7)

Q.3.B. What are the characteristic of sampling? (7)

OR

Q.3. C. Discuss the types of interviews (7)

Q.3.D. Explain the types of questions. (8)

Q.4. A What do you mean by observation? What are the types of observation? (8)

Q.4.B. What is likert scale? Explain the steps. (7)

OR

Q.4. Read the following picture and answer the question (15)



- What is the denotative level? Explain the denotative level in this picture. (5)
- Analyze the image and give your review/concept of the picture (5)
- What is the connotative level? Explain the connotative level in this picture. (5)

Q.5.ShortNotes(outof5any3)

(15)

1. Types of Ethnography
2. Features of Research Design
3. Advantages of Interview
4. Advantages of content analysis
5. Primary data



31/03/23

N.B.

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  3. Working notes should form a part of your answer.
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Q.1 (a) Complete Fill in blanks (Any Seven)

(7)

1. Cable Television Network (amendment) Rules year is \_\_\_\_\_ (2005, 2006, 2007, 2008)
2. The NBA currently has \_\_\_\_\_ leading news & news broadcasters (27, 28, 77, 88)
3. The Copyright Act year is \_\_\_\_\_ (1957, 1958, 1959, 1960)
4. The information Technology Act year is \_\_\_\_\_ (2000, 2001, 2002, 2003)
5. Emblems and Names Act year is \_\_\_\_\_ (1954, 1945, 1950, 1960)
6. India Celebrated \_\_\_\_\_ Republic Day in 2021 (71st, 72nd, 73rd, 70th)
7. \_\_\_\_\_ of the Constitution establishes the freedom Rights (Article 19, Article 18, Article 20, Article 21)
8. Which is a part of Metropolitan Court \_\_\_\_\_ (Civil Court, Criminal Court, Both, None)
9. \_\_\_\_\_ and engagement is an important tool of Social Media. (Listening, speaking, reading, writing)
10. What has TRAI done to digitally communicate with its audience \_\_\_\_\_ (DND, MySpeed, WANI, BCCI)

Q.1 (b) State whether the following statements are True or False and rewrite the sentence (Any Eight)

(8)

- 1) GEC Stands for General Entertainment Channel.
- 2) Knowingly do no harm is a Morals principle.
- 3) Rumour: reliability is a way to identify Fake information.
- 4) The word ethics comes from the Greek word ethica.
- 5) Right to information Act year is 2006.
- 6) The Laws expresses the spirit of our Constitution, by reiterating key and vital expression.
- 7) Article 19 OF THE constitution establishes 6 freedom Rights.
- 8) Criminal Court is the highest court of appeal and is vested with various powers.
- 9) Yellow Journalism is a part of Social Responsibilities.
- 10) The PCI has a 5 years year term.

- Q.2 (A) Make an Indian Judiciary system Chart. (7)
- Q.2 (B) Media has a Herculean task of social responsibility. Analyze. (8)
- OR
- Q.2 (C) What are the core values of the constitution of India? (7)
- Q.2 (D) Explain the Significance & scope of Freedom of Expression (8)
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- Q.3 (A) Explain TRAI and role of Telecom Regulatory authority of India (7)
- Q.3 (B) What are the objectives and features of ASCI (8)
- OR
- Q.3 (C) What is fake news? How does it hamper the image of the Media? (7)
- Q.3 (D) Explain Press council of India. its role & functions? (8)
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- Q.4 (A) Discuss Indecent Representation of Women (Prohibition) Act. (7)
- Q.4 (B) What is unfair Trade Practices, explain with its examples. (8)
- OR
- Q.4 (C) Explain the Patent system in India - Intellectual Property Rights. (7)
- Q.4 (D) Explain the Emblems and Names (Prevention and improper use) (8)
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- Q.5. Write short notes (any three) (15)
- 1) Cyber Crime
  - 2) Ethics in Advertising
  - 3) Definition of drugs under the Act
  - 4) Central information Commission
  - 5) Indian Broadcasting Foundation

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N.B.

1. All the questions are compulsory.
2. Figures to the right indicate full marks
3. Working notes should form a part of your answer.

Q.1 (a) Complete Fill in blanks (Any Seven)

(7)

1. \_\_\_\_\_ is a metric that measures the popularity of a channel or a program (TRP, ABC, UPI, BHIM)
2. Commercial were first broadcast on AIR in \_\_\_\_\_ (1967, 1976, 1998, 2020)
3. The Prasar Bharati Corporation is divided into two wings, All India Radio and \_\_\_\_\_ (Zee TV, MTV, ABP, Doordarshan)
4. Subhash Chandra founded \_\_\_\_\_ (Doordarshan, Zee TV, Sab TV, &TV)
5. In \_\_\_\_\_, India received the first 24-hour news channel (1998, 1999, 2000, 2001)
6. \_\_\_\_\_ is a natural choice to bridge the digital divide. (Radio, TV, Satellite Radio, Phone)
7. Marconi began transmitting radio in \_\_\_\_\_ (1894, 1895, 1894, 1897)
8. Reach directly to home was brought to the consumer by \_\_\_\_\_ (Zee TV, Star TV, ETV, MTV)
9. Colour TV came in India \_\_\_\_\_ (1980, 1981, 1982, 1983)
10. All India Radio function under \_\_\_\_\_ (Prasar Bharati, Doordarshan, Vividh Bharati, BBC)

Q.1 (b) State whether the following statements are True or False and rewrite the sentence (Any Eight)

(8)

- 1) Both INTAM and TAM were formally merged in 2001.
- 2) For TV and Radio, writing style should be formal.
- 3) Newspaper and journalist are permitted to publish anything that is obscene, vulgar or offensive to public taste.
- 4) The Asianet was forced to establish a base in Russia.
- 5) Advertisements first appeared in print in Hickey's Bengal Gazette.
- 6) A radio station was commissioned in Delhi in the year 1936.
- 7) The launch of the commercial channel Prasar Bharati in October 1957.
- 8) DTH signals cannot be received without a set-up box.
- 9) Colour TV was launched in India during Olympic Games.
- 10) AIR was called Akashvani in the year 1959.

**Q.2 (A) Explain in detail Evolution & growth of Private and Satellite channels. (7)**

**Q.2 (B) Explain Growth of Pvt, International, national, Regional networks in India. (8)**

**OR**

**Q.2 (C) Discuss - The Evolution of Internet Radio. (7)**

**Q.2 (D) Discuss - AIR and Community Radio. (8)**

**Q.3 (A) Elaborate the qualities of News Anchor. (7)**

**Q.3 (B) Elaborate the characteristics of Radio Jockey. (8)**

**OR**

**Q.3 (C) Discuss the beginning of Television in India. (7)**

**Q.3 (D) Discuss the changes in broadcasting programming concepts in India. (8)**

**Q.4 (A) Emerging trends in electronic media with reference to OTT platforms. (7)**

**Q.4 (B) Explain at large-Use of social media handles by Radio and TV channels. (8)**

**OR**

**Q.4 (C) Describe in details - Ethics including censorship in presentation of News (7)**

**Q.4 (D) State the various types of scripting required for broadcast media. (8)**

**Q.5. Write short notes (any three) (15)**

**1) DTH.**

**2) CHEERS**

**3) Storyboard**

**4) Local Radio**

**5) Panel Discussion & its types**



- N.B.** 1. All the questions are compulsory  
2. Figures at right indicate full marks

**75 Marks**

Q.1. A. Discuss the Determinants of News (8)

Q.1.B. Elaborate top Five digital writing tools for writers (7)

OR

Q.1.C. Explain the writing a convincing editorial format (8)

Q.1.D. Explain types of features (7)

Q.2.A What are the tips for writing Film review? (8)

Q.2. B. Give in details the eight steps for creating a storyboard for your marketing video. (7)

OR

Q.2. C. Discuss the ways to spot fake news (8)

Q.2.D. What are the top ten steps to better blogging? (7)

Q.3.A. Discuss the general pointers on writing in context to digital media? (8)

Q.3.B. Discuss the tips for television interview (7)

OR

Q.3.C. Discuss the elements for writing Interview (7)

Q.3.D. What is a Radio? Explain the radio script format (8)

Q.4.A Elaborate the challenges faced by radio and television (8)

Q.4. B. What are the types of feature leads? (7)

OR

Q.4.C Explain the major stages in the scriptwriting process (8)

Q.4.D. Give the best practices and tips for SMS advertising (7)

Q. 5. Short Notes (out of 5 any 3) (15)

1. News Value
2. Social media
3. Corporate Blogging
4. Credibility
5. Gutenberg Principle

- Instructions: (a) All questions are compulsory and carry equal marks  
(b) Figures to the right indicate marks  
(c) Support answers with examples wherever necessary

- Q.1. Distinguish Between [15]
- [Code vs. Design vs. Split vs. Live] with examples in Dreamweaver?
  - Pre-compose vs. Nested composition
  - Blue Screen vs. Green Screen
- Q.2. Answer the following: [15]
- What are the advantages of using InDesign?
  - What are the steps to make an HTML file on notepad?
- OR
- Explain LUTS, their usage, formats and steps to create a LUT?
  - Explain text wrapping and its types based in InDesign?
- Q.3. Answer the following: [15]
- Explain the Lumetri colour panel on Premier Pro?
  - Explain these photoshop tools with examples – Sponge, Burn, Dodge, Smudge, Sharpen, Blur and clone stamp?
- OR
- Explain Filter Gallery and its main categories?
  - Explain the Pathfinder Panel in Illustrator?
- Q.4. a. Explain the Blending Modes in Photoshop? [15]
- OR
- b. Draw and Explain the Interface of Illustrator?
- Q.5. Write a short note on ANY THREE of the following: [15]
- Explain Layer(blending) Options?
  - What is CSS and its types?
  - What is Media Encoder?
  - Explain Chroma Key using Premier Pro?
  - Trim modes in Premier Pro?