2021

(July)

MASS COMMUNICATION AND VIDEO PRODUCTION

(Honours)

(Media Scene in India)

(MVH–203)

Marks : 56

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Write short notes on any *four* of the following : 3×4=12

(a) Right to information

(b) Commercial radio

(c) Internet service providers

(d) Blog documentary

(e) Indian reality shows

2. What are the reasons that justify the study of the mass media in India? 11

Or

Write a note on post-Independence press. 11

3. Enumerate on the growth and development of television in India. 11

Or

Assess the impact of Indian films on Indian culture. 11

4. Private radio broadcasting in India is not allowed to air news programs unlike private television. Discuss. 11

Or

Write a note on Advertising Agencies Association of India. 11

5. What are the growing concerns that threaten the music industry in India? 11

Or

Write a note on the Broadcasting Code in India. 11

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