

[This question paper contains 4 printed pages.]

Your Roll No.

Sr. No. of Question Paper : 3808 A

Unique Paper Code : 62035919

Name of the Paper : GE: Media and Communication Skills

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

Semester : VI

Duration : 3 Hours 30 Minutes 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 a note on different modes of mass communication. Explain any one.

P.T.O.

2. Discuss the steps required to create an effective advertisement.
3. What is the inverted pyramid style of news writing? Demonstrate with an example.
4. How is writing for the internet media different from writing for television? Give examples.
5. Explain four points of advantage that television has over radio as a means of mass communication.

#### PART B

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

6. "A commercial advertisement should focus on selling a product and not preaching moral values to its potential customers." Discuss with examples.
7. Write an editorial on the social and economic impact of illegal immigration into India.

8. Make an advertisement for a mobile app that your friend has developed to find doctors in your city. Explain what kind of advertisement it is and why?

9. Write a news story of about 300 words based on the following basic information, while supplying the rest of the details from your imagination.

**Incident** : Collision of two cars

**Location** : Sarai Kale Khan, New Delhi

**Consequence** : 2 dead and 5 people injured seriously

**Time of incident** : 10:30 p. m, April 29, 2022

**Cause of accident** : Drunk driving

**Follow-up action** : Injured sent to hospital

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10. Discuss the differences between a general interest newspaper and a special interest newspaper. Explain with examples.

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