

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

All questions carry equal marks

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.