

2019/TDC/ODD/SEM/
MACDSC-301T/139

TDC (CBCS) Odd Semester Exam., 2019

MASS COMMUNICATION

(3rd Semester)

Course No. : MACDSC-301T

(Introduction to Electronic Media)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

UNIT—I

1. (a) Answer any four of the following questions : 1×4=4

- (i) When did the first radio transmission start in India?
- (ii) What is Vividh Bharati?
- (iii) Which radio club did the first broadcast in India?
- (iv) What is SITE?
- (v) What is community radio?

(2)

(b) Answer any *one* of the following questions : 1×2=2

(i) What is anchor VO in radio broadcasting?

(ii) What is the importance of music in radio?

(c) Answer any *one* of the following : 8

(i) Discuss the importance of the Prasar Bharati Act, 1990.

(ii) Community radio is making fast inroads into Indian broadcasting. Discuss.

UNIT—II

2. (a) Answer any *four* of the following questions : 1×4=4

(i) When is Public Service Broadcasting Day observed in India?

(ii) What does FM mean in radio broadcasting parlance?

(iii) What is slug in radio news?

(iv) Who is called disc jockey?

(v) What is ambience sound?

(3)

(b) Answer any one of the following questions : $1 \times 2 = 2$

- (i) What is the role of Yuva Vani?
- (ii) What are the production elements found in a radio studio?

(c) Answer any one of the following questions : 8

- (i) Prepare a 5-minute radio news script on Swaccha Bharat including dialogues between characters, directorial cue for music, sound effects and an introductory narration with a voiceover.
- (ii) Why is radio called theatre of the mind?

UNIT—III

3. (a) Answer any four of the following questions : $1 \times 4 = 4$

- (i) What is newsroom?
- (ii) What is a POV shot?
- (iii) What is a frame?
- (iv) How many frames make a shot?
- (v) What does NLE stand for in editing?

(4)

(b) Answer any one of the following questions : $1 \times 2 = 2$

(i) What is an OTS shot?

(ii) Discuss various types of camera movement.

(c) Answer any one of the following questions : 8

(i) What is a shot reverse shot sequence? Explain using illustrations.

(ii) What are the seven types of shot sizes? Explain the use of each using diagrams.

UNIT—IV

4. (a) Answer any four of the following questions : $1 \times 4 = 4$

(i) In which year was colour television launched in India?

(ii) When was the Broadcasting Content Complaints Council formed?

(iii) What is webcasting?

(iv) What is a transistor?

(v) When was DDII started in India?

(5)

(b) Answer any one of the following questions : $1 \times 2 = 2$

- (i) What is the function of INSAT?
- (ii) Write a brief note on Public Service Broadcasting.

(c) Answer any one of the following questions : 8

- (i) What is the operational matrix of webcasting?
- (ii) Discuss the significance of SITE in Indian television history.

UNIT—V

5. (a) Answer any four of the following questions : $1 \times 4 = 4$

- (i) What is a news bulletin?
- (ii) What is called a prime time package?
- (iii) What is a sound bite?
- (iv) What is a vox pop?
- (v) What is a PTC?

(Turn Over)

(6)

(b) Answer any *one* of the following questions : 1×2=2

(i) What is three-point lighting system? Briefly explain.

(ii) What do you mean by PAN and DOLLY shots? Explain.

(c) Answer any *one* of the following : 8

(i) Trace briefly the history of television in India.

(ii) "Twenty-four news channels are a necessary evil." Explain citing relevant examples.
