

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5118

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Unique Paper Code : 6292102401

Name of the Paper : Public Service Broadcasting

Name of the Course : **B.A. (Hons.) MultiMedia
and Mass Communication
- NEP : DSC**

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Attempt any **five** questions.
 3. **All** questions carry equal marks i.e. **18** marks each.
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1. Evaluate the significance and influence of UNESCO on the establishment of Public Service Broadcasting in India.
 2. Explore the historical genesis of All India Radio in India and the key obstacles encountered during its expansion.

P.T.O.

3. Examine the inception and objectives of Doordarshan, along with the primary hurdles it faces in the present era.
4. Describe the 'Government Grants Model' utilized in Public Service Broadcasting to secure funding and sustain operations.
5. Investigate the reasons behind the emulation of the British Broadcasting Corporation as a prominent model for Public Service Broadcasting worldwide.
6. Define Webcasting and explore its relevance in contemporary times, focusing on its application in Public Service Broadcasting.
7. Examine the role of E-paathshalas as a Public Service Broadcaster, providing insights through examples and case studies.
8. Write Short Notes on any **three** :-
 - (a) Films Division
 - (b) PSBT
 - (c) Prasar Bharti
 - (d) Public Service Broadcasting in the Digital Age
 - (e) Community Video