

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5977

H

Unique Paper Code : 6294001201

Name of the Paper : Public Service Broadcasting

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

Semester : II-GEC

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. Discuss the importance and role of UNESCO in the establishment of Public Service Broadcasting in India.

P.T.O.

2. Explain the historical genesis of All India Radio in India. What were the major challenges faced in its growth?
3. What is Doordarshan? Why and when was it founded? What are the main struggles faced by Doordarshan in current times?
4. What is the 'Government Grants Model' of Public Service Broadcasting?
5. Why was the British Broadcasting Corporation emulated as a main model for Public Service Broadcasting in the world?
6. What is Webcasting? Illuminate its relevance in today's times with special reference to Public Service Broadcasting.
7. Discuss the role of E-paathshalas as a Public Service Broadcaster. Elaborate with examples.
8. Write Short Notes on **any three-**
 - (a) Films Division
 - (b) Direct to Home Public Service Broadcasting
 - (c) Prasar Bharti
 - (d) Public Service Broadcasting in the Digital Age
 - (e) Community Video

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