

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6019

J

Unique Paper Code : 6292102401

Name of the Paper : Public Service Broadcasting

Name of the Course : **B.A. (Hons.) Multi Media 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.

1. Evaluate the various revenue models used in Public Service Broadcasting globally. What are the strengths and weaknesses of these models?

P.T.O.

2. Discuss the role and functions of Prasar Bharati within the context of Indian Public Service Broadcasting. How does it contribute to the national media landscape?
3. What is the significance of the Model Public Service Broadcasting Law? Explain with an example
4. Write a short note on any two:
 - (i) DAD/DAB+
 - (ii) DRM
 - (iii) AIR
 - (iv) Films Division
5. Define Community Radio and illustrate its role and significance with relevant examples.
6. What are the different revenue models of International Public Service Broadcasting at the global level? Which one is adopted by India, evaluate with example?
7. Examine the establishment and objectives of Doordarshan, along with the primary hurdles it faces in the present era.
8. Examine the role of E-Paathshala as a Public Service Broadcaster. Explain its impact on society.