

This question paper contains 2 printed pages]

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S. No. of Question Paper : 5247

Unique Paper Code : 6294001201

Name of the Paper : Public Service Broadcasting

Name of the Course : B.A. (H) Multimedia and Mass Communication

Type of the Paper : GEC

Semester : II

Duration : 3 Hours

Maximum Marks : 90

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt any five questions.

All questions carry equal marks i.e. 18 marks each.

1. Public Service Broadcasting is a significant source of information and communication in a democratic country. Discuss.
2. The aim of Public Service Broadcasting in colonial India was different from the needs of people in independent India. Discuss.
3. Evaluate the role of various committees which discussed the nature of Public Service Broadcasting in India.
4. Infotainment has been the real motive of Public Service Broadcasting. Discuss.
5. Do you think traditional means of Public Service Broadcasting have adjusted to the growing digitalization ? Discuss.

P.T.O.

6. Public service broadcasting in India reflects the changing socio-political needs of the country's population. Discuss.
7. Discuss the relevance of Community Radio with reference to Public Service Broadcasting in India.
8. Write short notes on any *two* of the following :
 - (a) Coming of television in India
 - (b) Radio as mass media
 - (c) PSB and cultural awareness
 - (d) Revenue model for Public Service Broadcasting.