

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1159

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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

समय : 3 घण्टे

पूर्णांक : 90

Instructions for Candidates

1. Write your Roll No. at an appropriate place 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 significance and influence of UNESCO on the establishment of Public Service Broadcasting in India.
2. Elaborate on the different revenue models of Public Service Broadcasting and discuss the one adopted by India, along with the reasons behind its adoption.
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.

P.T.O.

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. AIR
 - d. Webcasting
 - e. PSA