

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6406 L

Unique Paper Code : 6294001201

Name of the Paper : Public Service Broadcasting

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

Semester : II

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

1. Examine the role played by several committees in defining the framework of Public Service Broadcasting in India.
2. Discuss the role of the first three Five-Year Plans in the development of Public Service Broadcasting in India.

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3. Evaluate the contribution of radio to nation building and rural communication in post-independence India.
4. Discuss the advantages and disadvantages of a hybrid revenue model for Public Service Broadcasting.
5. Analyse the role of E-Paathshalas in enhancing educational accessibility in India.
6. What is the 'Government Grants Model' of Public Service Broadcasting?
7. Examine how the role and objectives of Public Service Broadcasting evolved after India gained independence.
8. Write short notes on **any 3** :—
 - (i) AIR Broadcast Code
 - (ii) Films Division
 - (iii) Code for Commercial Broadcasting
 - (iv) Television
 - (v) Webcasting

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