



WEST BENGAL STATE UNIVERSITY
B.A. Honours 5th Semester Examination, 2021-22

JORACOR12T-JOURNALISM AND MASS COMMUNICATION (CC12)

ADVANCED BROADCAST MEDIA

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is Prime Time?
 - (b) What do you understand by TRAI?
 - (c) What is Soap opera?
 - (d) What is the importance of Jingles?
 - (e) What do you understand by EFP?
 - (f) What is Participatory Communication?
 - (g) What is Tape Splicing?
 - (h) What is Radio Magazine?
2. Answer any **four** questions from the following: 10×4 = 40
- (a) Discuss the role of Community Radio in the development of a society.
 - (b) Discuss the importance of Radio as a medium in Mass Communication.
 - (c) What is Mixing genres in TV? Answer with examples.
 - (d) What are the essential equipments used in a broadcasting newsroom to produce different news programmes?
 - (e) What is Public Service Advertising? What are its characteristics?
 - (f) Write short notes on any **two**: 5×2 = 10
 - (i) FM
 - (ii) HAM Radio
 - (iii) Narrowcasting
 - (iv) Satellite Transmission.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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