

Maulana Azad National Urdu University
BA V Semester Examination, February - 2023
BAEN502DST –Media and Communication Skills

Time: 3 Hours

Maximum Marks: 70

Note: This question paper consists of three parts: Part – A, Part-B and Part-C. Number of words to answers each question is only indicative. Attempt all parts.

Part-A contains 10 compulsory questions, of multiple choice/fill in the blank/ very short answer type questions. Answer all questions. Each question carries 01 mark. **(10x1=10 marks)**

Part-B contains 08 questions, of which students are supposed to answer 05 questions. Answer each question in approximately 200 words. Each question carries 06 marks. **(5x6=30 marks)**

Part-C contains 05 questions, of which students are supposed to answer 03 questions. Answer each question in approximately 500 words. Each question carries 10 marks. **(3x10=30 marks)**

Part – A

Q - 1. Choose the correct option

- i. Which one of the following is the broadcast media?
 - a. Magazines
 - b. Journals
 - c. Newspaper
 - d. Radio
- ii. Why is it necessary for media to be independent?
 - a. to earn money
 - b. to encourage company
 - c. to write balanced report
 - d. none of these
- iii. Media can influence
 - a. Government
 - b. Opinions
 - c. People
 - d. All of these
- iv. The media is regarded as the _____
 - a. Fourth Estate
 - b. Pillar
 - c. Demi God
 - d. None of these
- v. The _____ is the foundation of any advertising or marketing campaign
 - a. Research
 - b. Target segmentation
 - c. Creative belief
 - d. Media planning
- vi. Which of the following shows a positive facial expression?
 - a. Frowning while concentrating
 - b. Maintaining eye contact
 - c. Smiling continuously
 - d. Rolling up your eyes
- vii. _____ is a code of values which govern our lives.
 - a. Ethics
 - b. Mass media
 - c. Advertisement
 - d. None of the above

- viii. Which of these is the best medium for advertisement?
- | | |
|--------------|---------------|
| a. Newspaper | c. Radio |
| b. Magazine | d. Television |
- ix. In a democracy, the media
- Voices only the concerns of the common people
 - Covers all sides of a problem, in an unbiased manner
 - Highlights only the government's views on things
 - None of these
- x. Which of the following is an example of negative feedback?
- You can dance better.
 - Your Dance was good but you can do better.
 - Your Dance skill is not really good. You have to practice more.
 - None of these

Part – B

- Identify essential elements of communication and their role and functions in the process of communication.
- Discuss the aims and objectives of advertisements.
- Discuss the role of mass communication in globalization.
- Discuss the role of social media in our day today life.
- In what circumstances is the government censorship of the media justified?
- Write about the different types of advertisements.
- Discuss in detail the ethics of advertising.
- List some of the disadvantages of social media.

Part – C

- Write a script for a radio feature on the theme *Beti Padhao Beti Bachao*
- How do you think media is responsible for bringing about a change in the political attitude of the people?
- What are Barriers to Communication? Explain in detail.
- 'Advertising sells the product'. Do you agree with this statement? Give reasons.
- Discuss the impact of different types of mass media on people.
