

MASS COMMUNICATION

जनसंचार

(335)

Time : 3 Hours]

[Maximum Marks : 80

समय : 3 घण्टे]

[पूर्णांक : 80

- Note :** (i) All questions in Section 'A' are compulsory.
(ii) From Section 'B' attempt questions of only one option of your choice.
(iii) Marks for each question is indicated against it.

- निर्देश :** (i) खण्ड 'अ' में दिए गए सभी प्रश्न अनिवार्य हैं।
(ii) खण्ड 'ब' में दिए गए अपनी पसंद के सिर्फ एक विकल्प में से प्रश्नों के उत्तर दें।
(iii) प्रत्येक प्रश्न के अंक उसके सामने दिए गए हैं।

SECTION - A

खण्ड - अ

1. What is reporting? [1]
रिपोर्टिंग क्या होती है?
2. Define advertising. [1]
विज्ञापन की परिभाषा दीजिए।
3. What is Mass Communication? [1]
जन संचार क्या है?
4. Give any two reasons for the importance of regional language newspapers in India. [2]
भारत में क्षेत्रीय भाषा के समाचारपत्रों के महत्व के किन्हीं दो कारणों का उल्लेख कीजिए।
5. Write any two formats of television programmes. [2]
टेलीविजन कार्यक्रमों के किन्हीं दो फॉर्मेट के बारे में लिखिए।
6. Mention any two advantages of a radio. [2]
रेडियो के किन्हीं दो श्रेष्ठताओं का उल्लेख कीजिए।

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