

Roll No.

Total No. of Pages : 02

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BA (JAMC) (Sem.-5)

INTRODUCTION TO COMMUNITY MEDIA

Subject Code : BAJMC-503-18

M.Code : 78204

Date of Examination : 21-12-2022

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. **Write briefly :**
 - a) Community Media
 - b) Blogging
 - c) Virtual Communities
 - d) Twitter
 - e) Why is traditional media reliable?
 - f) Outdoor Media
 - g) PIB
 - h) New Media
 - i) FTII
 - j) TRP

SECTION-B

2. What is the difference between Community and Ideology?
3. What is the relationship between Community media and Development?
4. What are the forms of traditional media? Why is traditional media important?
5. What are traditional media and digital media?
6. Write a note on NFAI.

SECTION-C

7. Discuss the concept, origin and need of Alternative Media.
8. Describe the management structure of a Community Radio Station in detail.
9. Define Information and Broadcasting. Discuss the role of RNI in Indian newspapers.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.