

**Media and Communication Skills**  
**(Generic Elective Course)**  
**(BEGG-171)**

**Programme:--July24-Jan.25**  
**CourseCode:BEGG-171**  
**Max.Marks:100**

**Attempt all the sections.**

**Section A**

**40**

**Answer the questions given below-**

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|--|----|
| 1. Discuss the different kinds of communication.                     | 10 |
| 2. Discuss the merits of direct mail advertising.                    | 10 |
| 3. Explain the process involved before scripting news for broadcast. | 10 |
| 4. Discuss the various uses of computer networks.                    | 10 |

**Section B**

**60**

**Answer the questions given below-**

- |   |    |
|---|----|
| 1. Discuss the new trends in Print Media.                                   | 15 |
| 2. Discuss the role of ethics in advertising by giving suitable examples.   | 15 |
| 3. State the different styles of editorial writing with suitable examples.  | 15 |
| 4. Discuss the various aspects involved while creating content for the Web. | 15 |