

**BACHELOR OF ARTS (GENERAL)
(CBCS) (BAG)**

Term-End Examination

June, 2025

**BEGG-171 : MEDIA AND
COMMUNICATION SKILLS**

Time : 3 Hours

Maximum Marks : 100

Note : Answer any **five** questions choosing at least **two** questions from each Section. All questions carry equal marks. Answer each question in about **300** words.

Section—A

1. What do you understand by communication ? List the various functions of communication. 20
2. Discuss the various types of mass media. 20

3. Define an Advertisement. Discuss different types of advertisements you find in newspapers and magazines. 20
4. Name the various shot sizes and describe them. 20
5. Discuss the role of a sub-editor in news business. What are the qualities of a good sub-editor ? 20

Section—B

6. What are the different kinds of 'sites' that one finds on the web ? How is your reading experience different on the web as compared to other texts such as books, newspapers ? Which do you prefer and why ? 20
7. Write an e-mail to your friend discussing the impact of internet on contemporary lives. 20

8. Do you watch panel discussions and analysis programmes on television ? Which one do you like the most and why ? 20
9. Write a blog on 'Blog design for non-designers'. 20
10. Write a feature article on 'Stress Management'. 20

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