

No. of Printed Pages : 4

BEGG-171

BACHELOR OF ARTS (GENERAL)

ENGLISH (BAG)

Term-End Examination

December, 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.

A-424/BEGG-171

P. T. O.

Section—A

1. “Communication is a dynamic process which involves five major elements.” Discuss them in detail. 20
2. Discuss the new trends in Print-Media. 20
3. What role does the ASCI play as far as Indian advertising is concerned ? Discuss it. 20
4. What is news ? What are some of the news values on the basis of which one can decide whether or not an event is news ? 20

5. Describe the uses of networking for an organization and for individuals. 20

Section—B

6. Do you listen to the radio ? Which channel do you like the most and why ? 20
7. Write an e-mail to your friend discussing the impact of cyber media on the youth. 20
8. Write a 30 sec. TV ad (endorsement) for buying 'Made in India' products without music and effects. 20

9. Prepare copies for 30 seconds radio

advertisement for the following : 10+10

(i) Promotion of awareness about
environmental pollution

(ii) Communal harmony

10. Write a blog on 'Benefits of doing a degree

through an open university'. 20

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