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BEGG-171

**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

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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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