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BEGG-171

BACHELOR OF ARTS

(GENERAL)

(BAG)

Term-End Examination

June, 2026

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

Time : 3 Hours

Maximum Marks : 100

Note : *This question paper has two Sections :*

Section A and Section B. Both Sections

are compulsory.

Section—A

Note : Answer any *two* questions in about

150-200 words each.

2×10=20

1. What are the different elements of Communication ? Explain with examples.
2. What are the different strategies employed to create an advertisement ?
3. Discuss the process involved in preparation for an 'unscripted' programme.
4. Discuss briefly the uses of Computer Network for organizations and for individuals.

Section—B

Note : Answer any *four* questions in about
400-450 words each. $4 \times 20 = 80$

1. What are the basic rules to be followed while writing scripts for the radio broadcast ? Explain by giving suitable examples.
2. Discuss the main elements of World Wide Web and explain how writing for the web differs from writing for print media.
3. Write a 30 sec. TV advertisement for promotion of the idea 'Save Water Save Life' without music and effects.
4. Discuss the impact of social and cyber media on our lives.
5. Write a letter to the editor of a newspaper highlighting the problem of traffic jam in your area and suggesting remedies for it.

6. Your locality organized a Health Checkup Camp in your area, with you as the coordinator. Prepare a report for a local daily on this.
7. Write an interview with a sportsperson of your choice, framing 10 meaningful questions and their probable answers/ responses.

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