

**Department of Journalism & Mass Communication  
Guru Ghasidad Vishwavidyalaya, Bilaspur (C.G.)**

**MODEL ANSWER  
PAPER CODE: AS-2745  
B.A. (Hon's) (First Semester) Examination, 2013  
MASS COMMUNICATION  
Paper- First  
(Introduction to Journalism & Mass Communication)**

**Section-'A'**

**Question-1** (i) (d) Radio

(ii) (d) Nukkad Natak

(iii) (a) January 29, 1780

(iv) (d) e-newspaper

(v) (b) Voice

(vi) (b) T.V. Set

**One word Answer Type Questions:**

(vii) Concept of Mass media is required to discuss like-The **mass media** are diversified media technologies that are intended to reach a large audience by mass communication.

(viii) 1982

**Mention whether True or False:**

(ix) True

(x) True

**Section-'B'**

**Question No. 2:** In the answer of this question, scope of journalism is required to discuss. The areas/fields like science communication, political communication, crime, accident, investigative journalism etc are needed to discuss in detail.

**Question No. 3:** In the answer of this question, the comparison between Print and Electronic media is needed to describe. The comparison will be based on durability, effectiveness, characteristics of audience etc.

**Question No. 4:** In the answer of this question, the comparison between newspaper and magazine is needed to describe. The comparison will be based on design, concept, content, durability, effectiveness, characteristics of audience etc.

**Question No. 5:** In the answer of this question, the growth and development of radio in India is needed to discuss. The discussion will be start from Radio clubs and then All India Radio. Establishment of vivid bharti. Private and community radio stations.

**Question No. 6:** In the answer of this question, the characteristics of radio are required to discuss. Effectiveness of Radio in rural areas are also should be discuss. Various programs based on rural audience is also need to discuss.

**Question No. 7:** In the answer of this question, the characteristics of television are required to discuss in details with suitable examples.

**Question No. 8:** In the answer of this question, the comparison between radio and television is needed to discuss. The comparison will be based on content, concept, merit and demerit, effectiveness, characteristics of audience etc.

**Signature of Concerned Teacher  
(GURU SARAN LAL)**

**Signature of HoD**