



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 5th Semester Examination, 2022-23

**JORACOR12T-JOURNALISM AND MASS COMMUNICATION (CC12)**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
  - (a) What is Radio Jingle?
  - (b) What is Soap Opera?
  - (c) What is Campus Radio?
  - (d) What is Narrowcasting?
  - (e) What is VJ?
  - (f) What is DTH?
  - (g) What is TRP?
  - (h) What kind of signal works is required for satellite transmission?
  
2. Write short notes on any **two** of the following: 5×2 = 10
  - (a) Idiot Box
  - (b) Community Radio
  - (c) Participatory Communication
  - (d) Public Service Advertising.
  
3. Answer any **three** questions from the following: 10×3 = 30
  - (a) Analyse the performance of Prasar Bharati as a public service broadcaster.
  - (b) Discuss the different types of popular non-fictional TV genres prevailing in India.
  - (c) Discuss the different elements of a radio programme production.
  - (d) Discuss briefly the structure and functions of Private Broadcasting in India.
  - (e) What are the public policies adopted for broadcast media in India? Discuss it with proper examples.