

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(MEFT) (Sem.-4)
ELECTRONIC MEDIA TELEVISION
Subject Code : BMEFT-210
M.Code : 13523

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :
 - a) Television
 - b) Satellite TV
 - c) Doordarshan
 - d) TV news
 - e) TV Host
 - f) Packaging
 - g) Visuals
 - h) Mass media
 - i) Advertisement
 - j) Topic selection

SECTION-B

2. What are the features of television as a mass medium?
3. List seven types of TV formats.
4. What is storyboard?
5. What are different transmission techniques?
6. What is the importance of budgeting for TV program production?

SECTION-C

7. Discuss the importance and role of television on society.
8. What are the dos and don'ts of script writing for television?
9. What are the steps involved in planning and designing TV program?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.