

Undergraduate Examination, 2018
Semester- III (CBCS)
English
Generic Elective Course: GEC-3
(Media and Communication Skills)

Time: 3 Hours

Full Marks: 60

All questions are of equal value.

Answer any four questions

1. What are the different branches of mass communication?
 2. Comment on the role of mass communication in the age of globalization.
 3. Has social media affected the way news is produced and shared? Discuss.
 4. What are the factors which guarantee the success of an advertising campaign? Discuss.
 5. Analyse the relationship between a specific advertisement and its target audience.
 6. (a) Write a script for an interactive session to be broadcast on radio on the growing popularity of electronic books.
- Or
- (b) Write a news report on the severe air-pollution in Kolkata caused due to the excessive use of firecrackers.
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