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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Compare verbal and non-verbal communication.	K2	CO1
	(OR)			
	11.b.	Explain SMCR model of communication with a diagram.		
2	12.a.	Outline the role of public relations officer in movie promotion.	K2	CO2
	(OR)			
	12.b.	Demonstrate how public can be attracted using Aristotle model of communication.		
3	13.a.	Briefly analyse the different types of magazines	K3	CO3
	(OR)			
	13.b.	Examine the presence of print newspaper in this digital era.		
4	14.a.	Examine the different genres of programmes broadcasted through radio medium.	K4	CO4
	(OR)			
	14.b.	Give your views on Direct – To – Home transmission system.		
5	15.a.	Compare and write about short films & documentaries.	K4	CO5
	(OR)			
	15.b.	Examine the characteristics of various genres of feature films.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Elaborate the different types of communication.	K2	CO1
2	17	Discuss the challenges faced by print media & electronic media in the age of digital media.	K3	CO2
3	18	Explain the recent trends in newspapers & magazines industry.	K3	CO3
4	19	Explain the different types of television transmission systems.	K4	CO4
5	20	Discuss how feature films carry social messages to the audience in an entertaining way.	K6	CO5

Z-Z-Z

END