

B.A Semester - 5 (NEP-2020) Examination**Oct/Nov - 2025****ENG: Media Studies (Skill Enhancement Course)****Time: 1:00 Hours****Marks: 25****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

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- Que.1 Answer any Two questions of the following. (10)
- (1) Discuss the types of Media.
 - (2) Evolution of New Media.
 - (3) Influence of Media on society.
 - (4) Evaluate the Media ethics.
- Que.2 Attempt any two of the following. (10)
- (1) Write a News Report on Blood donation camp organized by NSS team.
 - (2) Write a social media post on my visit to a historical place.
 - (3) Prepare interview questions for famous political leader of your state.
- Que.3 Choose the right option of following MCQS. (Any Five) (05)
- (1) The term 'media' is defined as _____.
(A) Picture (B) A current style
(C) Means of communication (D) None
 - (2) _____ is the paid use of media to bring a product or service to the customers.
(A) Propaganda (B) Advertising
(C) Marketing (D) Boom
 - (3) This form of media is high in participation.
(A) Cool Media (B) Hot Media
(C) None (D) Both A and B
 - (4) These people choose which stories will be covered.
(A) Reporters (B) Editors
(C) Witnesses (D) None
 - (5) Which of the following is NOT a key concept in media studies?
(A) Audience reception (B) Textual Analysis
(C) Media Ownership (D) Physics
 - (6) A means by which information is communicated.
(A) Mass Media (B) Medium
(C) Hot Media (D) Cool Media
 - (7) When discussing, advertising 'the brand image' refers to product's _____.
(A) Personality (B) Speaker
(C) Listener (D) None
