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Program: FYBAMMC Semester: II Program Code: UGMMC01
Course: Basics of Radio and TV Course Code: NUMM101
Duration: 2 Hours Examination Pattern: NEP-Autonomous- External Max. Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1	Explain the following concepts: (Any five out of eight) (3 marks each)	[15]	Course Outcome	Knowledge Level
	(a) Social Media Marketing		CO3	L2
	(b) TRP		CO2	
	(c) Substack		CO4	
	(d) Regional TV Network		CO2	
	(e) Satellite Radio		CO1	
	(f) Broadcast Media		CO5	
	(g) Media Convergence		CO4	
	(h) New Media		CO4	
Q. 2	Attempt either A OR B from the following: (15 marks each)	[15]	Course Outcome	Knowledge Level
	(a) Analyse anchoring as a profession. Describe the essential skills that a good anchor must develop.		CO2	L1
	OR			
	(b) Elaborate on the evolution of radio and the emergence of television.		CO1, CO2	L3
Q. 3	Attempt either A OR B from the following: (15 marks each)	[15]	Course Outcome	Knowledge Level

	(a)	Assess the strengths and limitations of organic content strategies versus paid influencer marketing in achieving brand objectives.		CO3	L4
		OR			
	(b)	Demonstrate how the dumbing down of news leads to a simplified or sensational presentation of serious news stories.		CO5	L6
Q.4		Write short notes (any three out of five) (5 marks each)	[15]	Course Outcome	Knowledge Level
	(a)	Content Creation		CO4	L5
	(b)	Digital Bytes for Gen Z and Alpha		CO4	L4
	(c)	Web Series		CO3	L4
	(d)	Satellite Radio		CO1	L2
	(e)	HDTV Telecast		CO3	L2

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