



17730



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – M.Sc.(MSJ)-2024

Course Name – Broadcast Journalism

Course Code - MSJ20109

(Semester II)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

(i) Choose the year when television was introduced in India.

- | | |
|---------|---------|
| a) 1959 | b) 1975 |
| c) 1982 | d) 1991 |

(ii) Define the term 'DTH' in television broadcasting.

- | | |
|--------------------------------|---------------------------|
| a) Direct-to-Home | b) Digital Television Hub |
| c) Direct Transmission Highway | d) Domestic Telecast Hub |

(iii) Find the first city in India where television broadcasting started.

- | | |
|------------|------------|
| a) Mumbai | b) Delhi |
| c) Chennai | d) Kolkata |

(iv) How did the SITE program contribute to development?

- | | |
|--|--|
| a) By providing satellite-based educational programs | b) By launching private TV channels |
| c) By promoting radio services | d) By replacing traditional classrooms |

(v) Label the type of television system that delivers content through broadband networks.

- | | |
|-------------|---------|
| a) Cable TV | b) IPTV |
| c) DTH | d) HITS |

(vi) List the primary function of television as a mass communication tool.

- | | |
|--|---------------------|
| a) Education, Information, Entertainment | b) Only Information |
| c) Only Entertainment | d) Only Education |

(vii) Match the following: 'Verghese Committee' is associated with...

- | | |
|---------------------------|---------------------------------------|
| a) Regulation of cable TV | b) Development of public broadcasting |
|---------------------------|---------------------------------------|

- c) Advertising regulations
(viii) Build a strategy for effective TV news production.
a) Random news selection
c) Strong research and storytelling
(ix) Interview a political leader for a news segment. What should be prioritized?
a) Avoid tough questions
c) Only discuss personal life
(x) Make use of camera movements to create a dynamic news report.
a) Avoid movement
c) Only use static shots
(xi) Develop a futuristic model for television news production.
a) Use AI anchors, automated fact-checking, and virtual reality storytelling
c) Reduce investigative reports
(xii) Imagine a scenario where television replaces print journalism completely. What would be the major consequence?
a) Increased dependency on visuals and live content
c) No impact on media consumption
(xiii) Compare the influence of digital media and television journalism on audience engagement.
a) Digital media allows real-time interaction, TV has wider reach
c) TV is always preferred over digital news
(xiv) Contrast the differences between news consumption patterns of urban and rural audiences.
a) Urban audiences rely more on digital news, rural on television
c) Rural audiences consume more online news
(xv) Choose an innovative way to present investigative journalism on radio.
a) Creating a serialized radio documentary format
c) Avoiding expert interviews
d) Private FM radio licensing
b) No need for visuals
d) Ignoring audience preferences
b) Ask relevant and well-researched questions
d) Ignore public interest issues
b) Use pan, tilt, and tracking shots appropriately
d) Zoom in excessively
b) Follow outdated techniques
d) Avoid digital transformation
b) Decrease in information accessibility
d) Print journalism will still dominate
b) TV is more interactive than social media
d) Digital media is not credible for journalism
b) News consumption is the same everywhere
d) Urban audiences prefer folk media over TV
b) Relying only on print media sources
d) Reducing the use of storytelling techniques

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Summarize the role of television news in shaping public opinion on political issues. (3)
3. Develop a unique phone-in program format that addresses community issues effectively. (3)
4. Where did television broadcasting first begin in India, and how did it evolve? (3)
5. Apply the fundamentals of television news writing to create a concise script on a current event. (3)
6. Compare AM and FM radio in terms of transmission, quality, and audience reach. (3)

OR

- Judge the effectiveness of community radio in empowering marginalized communities. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Develop a strategy to improve the credibility of television journalism in the digital age. (5)
8. Who was responsible for the establishment of Doordarshan in India? (5)
9. Apply the concept of audience analysis to improve television news production. (5)
10. Evaluate the impact of Prasar Bharati's autonomy on public broadcasting in India. (5)
11. Design an effective script for a Public Service Announcement (PSA) on environmental conservation. (5)
12. Compare television journalism in the digital era with traditional television journalism. (5)

OR

- Distinguish between news consumption patterns of urban and rural audiences. (5)

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