Programme: MMC I Ind Year
Course: Media Writing

Code: MMC201

Important Instruction

All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centers concerned (university in case of Direct Student). Total marks are 30.

PART-I	**Max Marks: 15**

Q1. What are the fundamentals of Writing?   5

Q2. There is difference between Articles and Editorial what are they?   5

Q3. Write the basics of radio and television writing?   5

PART-I I	**Max Marks: 15**

Q1. Define script writing?   5

Q2. What is the importance of press release for public relations?   5

Q3. What are the difference between news writing and report writing?   5

Programme: MMC IInd Year

Course: Media Productions

Code: MMC202

Important Instruction

All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centers concerned (university in case of Direct Student). Total marks are 30.

PART-I	**Max Marks: 15**
Q1. Explain the Various Printing process?	5
Q2. What is desktop publishing? Write.	5
Q3. There are various stages of video production. What are they?	5

PART-I I	**Max Marks: 15**
Q1. Define the editing process for Television Media.	5
Q2. What are information campaigns? Write.	5
Q3. Give an introduction of Computer animation & Multimedia.	5

Programme: MMC IInd Year
Course: Media Management

Code: MMC203

Important Instruction

All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centers concerned (university in case of Direct Student). Total marks are 30.

PART-I	**Max Marks: 15**
Q1. Explain the Media scene in India.	5
Q2. Write the uses of traditional media in mass communication.	5
Q3. What do you mean by News print policy?	5

PART-I I	**Max Marks: 15**
Q1. Write a detail note on cinema industry in India.	5
Q2. What is the Budgeting of AD & PR Campaign?	5
Q3. What do you mean by AD agency commission system? Write.	5

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Programme: MMC IInd Year
Course: Media Laws

Code: MMC204

Important Instruction

All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centers concerned (university in case of Direct Student). Total marks are 30.

PART-I	**Max Marks: 15**
Q1. How RTI strengthens democracy? Write.	5
Q2. Why Media law is required? Write your own opinion.	5
Q3. Write about contempt of court and contempt of legislature.	5

PART-I I	**Max Marks: 15**
Q1. Write about role and functions of Press council of India.	5
Q2. What is film censorship? Write.	5
Q3. Write PRSI code of ethics.	5

Programme: MMC IInd Year
Course: Media Research

Code: MMC205

Important Instruction

All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centers concerned (university in case of Direct Student). Total marks are 30.

PART-I	**Max Marks: 15**

Q1. Define the concept of media research. 5

Q2. What are the basic elements of media research? 5

Q3. What do you mean by research design? Write. 5

PART-I I	**Max Marks: 15**

Q1. What are the key difference between data collection and interpretation? 5

Q2. What is content analysis? Write. 5

Q3. How media research is a tool of reporting? Write. 5