



Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2018-19

EXM/P/09/01

Year: 2018-19

School of Liberal Arts

Department of MMMC

Program: SYB.A

Course Code : MCA 121

Course Title: Public Service Broadcasting

Semester – III

Day and Date:

End Semester Examination (ESE)

Time: 3 Hours

Max Marks: 100

Sahade 308 Dec 18

2:30pm to 5:30pm

Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

Q.1	Fill in the blanks with appropriate option.	Marks	Bloom's Level	CO
		-08		
a)is the long form of PSBT. i) Personal service broadcasting trust ii) Private service broadcasting trust iii) Public service broadcasting trust iv) None of these	01	L1	CO1
b)	The Public Service Broadcasting Day is observed on which date in India? i) November 9 ii) November 10 iii) November 11 iv) November 12	01	L2	CO2
c)	PBS (America) is a private, nonprofit corporation, founded in i) 1969 ii) 1985 iii) 1968 iv) 1956	01	L4	CO3
d)	IPDC, a program started by UNESCO to give support to other country in the field of public service broadcasting. What is the long form of IPDC? i) Integrated Programme for the Development of Communication ii) International Programme for the Development of Communication iii) Independent Programme for the Development of Communication iv) Independent Programme for the Development of Community	01	L5	CO4
e)	When did Prasar Bharati Corporation come into existence? i) November 23, 1998 ii) November 23, 1999 iii) November 23, 1997 iv) November 23, 2000	01	L3	CO5
f)Radio is about people. It is a two way process that empowers people to Identify problems and create solutions. i) Ham radio ii) Private FM radio iii) Community radio iv) all options are correct	01	L6	CO6

- g) British Broadcast Company, established in....., was the first institution which used the air waves for experimental transmissions 01 L1 CO1
- i) 1942 ii) 1922
- iii) 1932 iv) 1936
- h)is India's first private FM radio station started on 01 L3 CO5
- 3rd July 2001.
- i) Radio City ii) Radio Mirchi
- iii) Big FM iv) FM Rambow

Q.2 Answer in short. (Any Eight)

Marks 16

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|----|---|----|----|-----|
| | | - | | |
| a) | What is Broadcasting? | 02 | L1 | CO1 |
| b) | What is Prasar Bharati? | 02 | L1 | CO1 |
| c) | Mention two Powers of Prasar bharati Corporation. | 02 | L2 | CO2 |
| d) | What is AIR? | 02 | L2 | CO2 |
| e) | What is Private News Broadcasting? | 02 | L2 | CO2 |
| f) | What is the concept of Participatory Communication? | 02 | L4 | CO3 |
| g) | Write the tag line of FM Radio City. | 02 | L4 | CO4 |
| h) | Write two channels of DD. | 02 | L6 | CO6 |
| i) | What is FM? | 02 | L6 | CO6 |

Q.3 Write note on any Four.

Marks 16

- | | | | | |
|----|---|----|----|-----|
| a) | The Chanda Enquiry Committee 1966 | 04 | L1 | CO1 |
| b) | Three-tier Broadcasting System of Akashwani | 04 | L2 | CO2 |
| c) | State Broadcasting Core Systems | 04 | L4 | CO3 |
| d) | Public Vs private broadcasters | 04 | L5 | CO4 |
| e) | ZEE Sports | 04 | L5 | CO4 |
| f) | Ham radio | 04 | L3 | CO5 |

Q.4 Attempt any six.

Marks 30

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|----|---|----|----|-----|
| a) | Write in brief on Joshi Working Group. | 05 | L1 | CO1 |
| b) | Write note on Ramoji group of media | 05 | L4 | CO3 |
| c) | Write in detail about Jagaran group of Media | 05 | L5 | CO4 |
| d) | Write an essay on private broadcasters in India | 05 | L5 | CO4 |
| e) | What is community radio? Explain the Role of Community Radio for Society? | 05 | L3 | CO5 |
| f) | Explain the TRAI's Recommendations regarding PSB. | 05 | L3 | CO5 |
| g) | Write a note on FM Big Radio station. | 05 | L3 | CO5 |

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Q.5	Attempt any Three	Marks	30	
a)	Write the role of Public Service Broadcasting Trust in the development of Indian broadcasting service.	10	L1	CO1
b)	Write the history of Radio service in India	10	L2	CO2
c)	Discuss on -UNESCOs work for development of PSB	10	L4	CO3
d)	Write in brief on 'Doordarshan'	10	L6	CO6
e)	Write in brief on British Broadcasting Corporation (BBC)	10	L6	CO6