

Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

**BA (JAMC) (Sem.-5)**  
**INTRODUCTION TO COMMUNITY MEDIA**  
Subject Code : BAJMC503- 18  
M.Code : 78204

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

**SECTION-A**

**Answer briefly :**

- 1) What is Ideology?
- 2) Describe the strengths of Print Media.
- 3) Write names of any two community radio channels.
- 4) Give examples of traditional media.
- 5) What is the concept of Alternative media?
- 6) What is blogging?
- 7) What do you mean by Internet virtual communities?
- 8) What is the objective of NFAI?
- 9) What is the purpose of FTII?
- 10) What is the weakness of Television?

### SECTION-B

- 11) What is the importance of community?
- 12) Discuss community media as an alternative media.
- 13) Discuss the strengths and weakness of alternative print media.
- 14) Discuss the role of traditional media in mass communication.
- 15) Write a note on PIB.

### SECTION-C

- 16) What is Community? Explain its concept.
- 17) What do you understand by Community Media? Explain its characteristics and importance.
- 18) Discuss the importance of traditional media in Communication. Give example.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**