No. of Printed Pages—3

54 (TV)

[16–HRAGDA–M3]

MMC 3rd Semester Exam., 2016

TELEVISION

[MMC (S3) 11]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) What do you understand by TRP?

(b) What is the literal meaning of Doordarshan?

(c) What is Terrestrial television?

(d) Mention the three basic genres of news items.

(e) What is DSNG?

(f) Name some popular non-linear editing softwares.

(Turn Over)

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) What was the main objective of the Prasar Bharati Bill of 1898?

(b) Why should the editor maintain professional integrity? Explain briefly.

(c) What do you understand by 'breaking news'?

(d) Why is 'breaking news' important in broadcast media to develop a good voice?

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) Do you think that private news channels have reduced the audience share of Doordarshan? Discuss in the context of Assam.

(b) What is the difference between free-to-air (FTA) and pay channels?

(c) Describe the development of television scenario in North-East India.

(d) How is the concept of editing in television news different from editing news for print media?

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) Television is both a blessing and a curse in today's context. Discuss with examples.

(b) Discuss the first major developments in the field of television which initiated its growth in India.

(c) Discuss the organisational structure of a television channel.

(d) What do you understand by television interview? What should be kept in mind before conducting an interview on television?

(e) Write the salient principles of writing news for television.

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