

MASS COMMUNICATION

जनसंचार

(335)

Time : 3 Hours]

[Maximum Marks : 80

समय : 3 घण्टे]

[पूर्णांक : 80

- Note :** (i) All questions in Section 'A' are compulsory.
(ii) From Section 'B' attempt questions of only one option of your choice.
(iii) Marks for each question is indicated against it.

- निर्देश :** (i) खण्ड 'अ' में दिए गए सभी प्रश्न अनिवार्य हैं।
(ii) खण्ड 'ब' में दिए गए अपनी पसंद के सिर्फ एक विकल्प में से प्रश्नों के उत्तर दें।
(iii) प्रत्येक प्रश्न के अंक उसके सामने दिए गए हैं।

SECTION - A

खण्ड - अ

1. What is reporting? [1]
रिपोर्टिंग क्या होती है?
2. Define advertising. [1]
विज्ञापन की परिभाषा दीजिए।
3. What is Mass Communication? [1]
जन संचार क्या है?
4. Give any two reasons for the importance of regional language newspapers in India. [2]
भारत में क्षेत्रीय भाषा के समाचारपत्रों के महत्व के किन्हीं दो कारणों का उल्लेख कीजिए।
5. Write any two formats of television programmes. [2]
टेलीविजन कार्यक्रमों के किन्हीं दो फॉर्मेट के बारे में लिखिए।
6. Mention any two advantages of a radio. [2]
रेडियो के किन्हीं दो श्रेष्ठताओं का उल्लेख कीजिए।

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Table of Contents Question Papers Of Mass Communication

1. Understanding the eBook Question Papers Of Mass Communication
 - The Rise of Digital Reading Question Papers Of Mass Communication
 - Advantages of eBooks Over Traditional Books
2. Identifying Question Papers Of Mass Communication
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Question Papers Of Mass Communication
 - User-Friendly Interface
4. Exploring eBook Recommendations from Question Papers Of Mass Communication

- Personalized Recommendations
- Question Papers Of Mass Communication User Reviews and Ratings
- Question Papers Of Mass Communication and Bestseller Lists
- 5. Accessing Question Papers Of Mass Communication Free and Paid eBooks
 - Question Papers Of Mass Communication Public Domain eBooks
 - Question Papers Of Mass Communication eBook Subscription Services
 - Question Papers Of Mass Communication Budget-Friendly Options
- 6. Navigating Question Papers Of Mass Communication eBook Formats
 - ePub, PDF, MOBI, and More
 - Question Papers Of Mass Communication Compatibility with Devices
 - Question Papers Of Mass Communication Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Question Papers Of Mass Communication
 - Highlighting and Note-Taking Question Papers Of Mass Communication
 - Interactive Elements Question Papers Of Mass Communication
- 8. Staying Engaged with Question Papers Of Mass Communication
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Question Papers Of Mass Communication
- 9. Balancing eBooks and Physical Books Question Papers Of Mass Communication
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Question Papers Of Mass Communication
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Question Papers Of Mass Communication
 - Setting Reading Goals Question Papers Of Mass Communication
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Question Papers Of Mass Communication

- Fact-Checking eBook Content of Question Papers Of Mass Communication
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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