NEP - Semester End Examination – October 2025

Program:	SYBAMMC	Course: Electronic Media I
Program Code:	UGMMC01	Course Code: NUMM301

Duration: 2 Hours   Max. Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1		Explain the Concepts (any five out of eight) (3 marks each)	[15]	Course Outcome	Knowledge Level
	(a)	Public broadcasting.		CO1	L1
	(b)	Natural sound		CO3	L1
	(c)	Microphone		CO3	L1
	(d)	Radio talk		CO4	L1
	(e)	Dubbing		CO5	L1
	(f)	Editing		CO5	L1
	(g)	Ambient sound		CO3	L1
	(h)	FM radio		CO2	L1
Q. 2		Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level
	(a)	Key features of television serials and soaps.	(8)	CO4	L2
	(b)	Importance of lighting in television production.	(7)	CO3, CO5	L3
		OR			
	(c)	Examine the evolution and significance of web series as a format.	(8)	CO1, CO4	L4
	(d)	Evaluate the future prospects and challenges of digital platforms.	(7)	CO1	L5
Q. 3		Attempt either A and B or C and D from the following:	[15]	Course	Knowledge

				Outcome	Level
	(a)	Discuss the types and features of television formats	(8)	CO4	L2
	(b)	Discuss the influence and power of visuals in media communication.	(7)	CO1	L2
		OR			
	(c)	Evaluate the importance of community radio in India and suggest solutions to the challenges it face	(8)	CO2	L5 – L6
	(d)	Explain the types of shots, shot sequences, and shot lengths in TV	(7)	CO3	L3
Q. 3		**Short Notes (any three out of five) (5 marks each)**	[15]	Course Outcome	Knowledge Level
	(a)	All India Radio (AIR)		CO2	L1
	(b)	Role of Prasar Bharati.		CO2	L2
	(c)	Portrayal of Women in OTT		CO2	L2
	(d)	Future of web-based broadcasting platforms		CO1	L5
	(e)	Features of new media technologies.		CO1	L2