Paper Id: Subject Code: NHSVC1405

Department of Mass Communication

Course: B.A (J&MC) IV Semester

First Sessional Exam Paper

Session: 2024-2025

Subject Name: Media Convergence

Time: 1 Hour **Max. Marks: 30**

Section A

This section will consist of 5 short answered questions carrying equal marks (1x5)

Question No. 1 (Attempt all parts of the following :) **(1 marks each)**

a) What is Prasar Bharti?

b) When was the Press Council of India established?

c) What is yellow journalism?

d) What is Skill India Mission?

e) Who is the author of Everybody Loves a Good Drought.

Section B

This section will consist of 4 questions and students will be required to answer any two questions (7.5x2)

Question No. 2 (Attempt any 2 part of the following :) **(7.5 marks each)**

a) What is investigative journalism?

b) Mention the need and importance of development journalism in India.

c) What is digital storytelling?

d) What is Grok?

Section C

This section will consist of three questions and students will be required to answer any one question (10x1)

Question No.3 (Attempt any 1 parts of the following :) **(10 marks each)**

a) Describe the casues and consequences of digital revolution.

b) What social media? How has this media affected the mainstream media?

c) Describe the embedded journalism.

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