



7. What is a key benefit of community radio for marginalized groups?
- a. It focuses only on entertainment content
  - b. It operates on a national level, reaching a wider audience
  - c. It discourages community participation in programming
  - d. It amplifies their voices and promotes social change
8. Which was the first Hindi television channel launched in India?
- a. NDTV
  - b. ABP News
  - c. Zee Tv
  - d. BBC Hindi
9. The first radio broadcast took place on July 23.....
- a. 1927
  - b. 1928
  - c. 1929
  - d. 1930
10. Who coined the term "Mass Communication"?
- a. August Comte
  - b. Max Weber
  - c. Harold D. Lasswell
  - d. Marshall McLuhan

**(Descriptive)**

Time: 1 hr. 15 mins.

Marks: 25

[Answer question no.1 & any two (2) from the rest]

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|---|--------|
| 1. Define Mass Communication and its characteristics.                               | 5      |
| 2. What is Fake News? Discuss the causes and impacts of Fake News?                  | 2+8=10 |
| 3. What are the major roles of Indian Media in Women's Movement?                    | 10     |
| 4. Discuss the significant impact of media in Indian Culture in contemporary times? | 10     |
| 5. Write a brief note on Local Media?   | 10     |