

Dr. Babasaheb Ambedkar Open University
Term End Examination January -2026

Course	: BAJMC(Hons.)	Date	: 19/02/2026
Subject Code	: BAJMCMJ-201	Time	: 11:30am to 01:45pm
Subject Name	: Electronic media	Duration	: 02.15 Hours
		Max. Marks	: 70

Q -1 Trace the historical evolution of Radio in India. Explain the role of All India Radio (AIR) in national development. **14**

OR

Discuss the impact of Television on Indian society. How did 'SITE' (1975) change the landscape of TV in India?

Q-2 Explain the various types of Radio Formats: News, Music, Vox-Pop, and Radio Drama. **14**

OR

What is 'Prasar Bharati'? Discuss its objectives and role in public service broadcasting.

Q-3 Discuss the organizational structure of a typical TV News Channel. Explain the roles of an Anchor and a Producer. **14**

OR

What is 'Community Radio'? How does it empower local communities in rural India?

Q-4 **Write Short Notes (Any Two)** **14**

1. FM Radio and its popularity
2. Prasar Bharati Act
3. Scriptwriting for Electronic Media
4. Challenges of Digital Streaming (OTT) vs. Traditional TV

Q-5 **Choose the correct option and write the answer.** **14**

- 1 The first television center in India was started in 1959 at:
(A) Mumbai (B) Delhi (C) Chennai (D) Kolkata
- 2 'SITE' experiment was conducted with the help of which space agency?
(A) ISRO (B) NASA (C) ESA (D) Ros cosmos
- 3 Prasar Bharati is an _____ body for AIR and Door darshan.
(A) Private (B) Autonomous (C) International (D) Commercial
- 4 Which of the following is a 'Linear' medium?
(A) Website (B) Radio (C) Video Game (D) Social Media
- 5 'DTH' technology stands for:
(A) Direct to Home (B) Digital Transmission Hub (C) Data To Home (D) None
- 6 Which frequency band is used for FM broadcasting?
(A) MW (B) SW (C) VHF (88-108 MHz) (D) LW
- 7 'Door Darshan' was separated from AIR in which year?
(A) 1976 (B) 1980 (C) 1990 (D) 2000
