

1. Define: (12)
 - a. Mass Communication.
 - b. News.
 - c. Radio Station.
2. Explain the importance of Television in India. (5)
3. Differentiate between Radio and Television as a mass medium. (5)
4. Explain some of the Characteristics of radio. (5)
5. Explain the various roles of Mass media. (5)
6. Explain the importance of Editing in print media. (5)
7. What are the reasons to communicate? (6)
8. Describe the evolution of Paper. (6)
9. Explain how media is important for the government. (6)
10. Explain the term – ‘Development communication.’ (5)