

10. _____ is the “Theatre of the Mind”.

a) Television

b) Radio

c) Cinema

d) Video

(10 x 1 = 10 Marks)

II. Answer *ten* of the following questions in two or three sentences:

11. What is the purpose of a book review?

12. What is a credit line?

13. Mention any two duties of an editor.

14. What is a juke box?

15. What is a sound bite?

16. Define advertising.

17. What is a blog?

18. What is instant messaging?

19. What is classified advertising?

20. Name two disadvantages of Radio as a mass medium.

21. What are the 4 P's in marketing communication?

22. What is the purpose of a pamphlet?

(10 x 2 = 20 Marks)

III. Answer *four* of the following questions in a paragraph of 100 words:

23. What are the different types of leads?

24. Outline the mechanics of proof reading.

25. Write a note on the different approaches used in radio documentary.

26. Profile writing.

27. Direct Mail advertising.

28. E- magazines.

(4 x 5 = 20 Marks)

IV. Answer any *two* of the following questions in an essay 300 words each :

29. Outline the weakness and strength of advertising in print media.

30. Discuss the post production phase in film industry.

31. Explain in detail the process of scripting for Television.

32. What are the guidelines to be followed while writing for the web?

(2 x 15 = 30 Marks)
