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MASTERS OF ARTS IN MASS COMMUNICATION
EXAMINATION: JANUARY - 2022
THIRD SEMESTER

Sub: Broadcast Journalism (MAMC18-305)

Date : 21/01/2022

Total Marks : 40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One)

(15)

A. What is PTC? What are the different types of PTCs?

OR

B. What are the qualities of a successful anchor?

Q. 2. Write short notes. (Any Three)

(15)

1. Ticker

2. Anc/vo

3. Anc/vo/byte

4. Importance of graphics

5. Teaser

Q. 3. Open Ended Question

(10)

Output and input department called as a head and heart of the channel. Do you agree with statement. Explain.
