

Exam. Code : 103204
Subject Code: 1144

B.A./B.Sc. 4th Semester
MASS COMMUNICATIONS & VIDEO
PRODUCTION

(Introduction to Media)

Time Allowed—2 Hours] [Maximum Marks—80

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. Write a note on Contempt of Court Act, 1971.
2. What do you understand by Official Secrets Act, 1923 ?
3. What is the importance of advertising ?
4. What do you mean by advertising agency ?
5. Differentiate between Public and Private Sector Public Relations.
6. Discuss the techniques of Public Relations.
7. What is Cinematograph Act ?
8. What do you mean by public opinion ?

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