

- Note: 1. All questions are compulsory
2. Figures to right indicate full marks

Q1) Select ten popular television shows and write about their genre elements in detail (15)

OR

Q1) Discuss about new technologies involved broadcasting system (15)

Q2) What is audience analysis? How to analyze audience performance for TV show? (15)

OR

Discuss ways to increase TRP through story building and breaking existing cultural barriers (use proper example) (15)

Q3) a) What is TRP explain in details (07)

b) Discuss about edutainment related program and their impact ? (08)

OR

Q3) Pick any five lifestyle genres from TV and discuss the content for: (15)

1) Popularity 2) Creative presentation 3) Technology

4) Audience involvement 5) Key people & partners

Q4) Write short notes on following (Any three) (15)

1) Web TV

2) Legal Drama

3) Niche content

4) The Oprah Winfrey Show

5) Prasar Bharati