

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

Q1) Explain various TV genres and formats in detail with appropriate examples (15)

OR

Discuss the technological advancement in telecast patterns all over the world (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) What is difference between edutainment and infotainment? (08)

OR

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

1) Popularity 2) Creative in presentation 3) Technology

4) Audience involvement 5) Global impact

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

1) Digital Satellite TV

2) Soap Opera

3) Niche content

4) BARC India

5) Video on demand (VOD)