

- All questions are compulsory
- Figures to right indicate full marks

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

Q2A) What is audience analysis? How to analyze audience performance for a TV show? (7 & 8 Marks)

Q2B) Discuss the technological advancement in telecast patterns all over the world

Or

(15 Marks)

Q2) Discuss ways to increase TRP through story building and breaking existing cultural barriers (use proper example)

Q3A) Explain Niche content channel in detail with relevant examples. (7 & 8 Marks)

Q3B) What is the difference between edutainment and infotainment?

Or

(15 Marks)

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

- 1) Popularity
- 2) Creative presentation
- 3) Technology
- 4) Audience involvement
- 5) Global impact

Q4) write short note on **any three**

(15 Marks)

- 1) Digital Satellite TV
- 2) Soap Opera
- 3) Herd Culture
- 4) BARC India
- 5) Video on demand (VOD)