QP Code:	Total Pages: 1	Name:
		Register No.

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(CUFYUGP)

JOU1MN102 Introduction to Electronic Media

2024 Admission onwards

Maximum Time :2 Hours	Maximum Marks :70

Section A

All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)

1	Community Radio
2	NDTV
3	Doordarshan
4	PTI
5	AIR
6	British Broad Casting Corporation
7	Social media
8	Artificial intelligence
9	IP tv
10	Meta Platforms

Section B

All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)

11	Describe the role of social media in electronic media.
12	Discuss the relationship between electronic media and globalization.
13	Describe the impact of electronic media on politics.
14	Explain the concept of media ethics.
15	Discuss the importance of media literacy.
16	Explain the concept of cross-platform media.
17	What is the significance of online video platforms?
18	How has mobile technology impacted electronic media?

Section C

Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)

19	What is digital convergence, and how has it changed media consumption?
20	How has electronic media influenced popular culture?

QP Code: D133147	Total Pages: 1	Name:
		Register No.

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(CUFYUGP)

JOU1MN102 - Introduction to Electronic Media

2025 Admission onwards

Maximum Time :2 Hours	Maximum Marks :70

Section A

All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)

1	F.M Radio
2	Decoding
3	Blogs
4	Intrapersonal Communication
5	Mass Audience
6	Instagram
7	TRP rating
8	OTT platforms
9	Radio dramas
10	Feedback

Section B

All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)

11	What is community radio? Explain its importance with examples.
12	Explain the structure of linear and non-linear content.
13	Discuss the functions of interpersonal communication in daily life.
14	Discuss the concept of participatory audience with examples.
15	How does mass communication differ from other forms of communication? Explain its unique characteristics.
16	Explain the importance of demographics in audience research.
17	Explain the elements that make an effective jingle.
18	Discuss the trend of binge-watching and its implications.

Section C

Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)

19	Critically compare print, broadcast and digital media, citing strengths and weaknesses of each.
20	Analyse how digitisation has changed the sharing and use of electronic media content.

692529

QP Code: D133140	Total Pages: 1	Name:
		Register No.

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(CUFYUGP)

JOU1MN102 Introduction to Electronic Media

2024 Admission only

Maximum Time :2 Hours	Maximum Marks :70

Section A

All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)

1	Broadcasting
2	AIR
3	Adobe Premiere Pro
4	Multimedia
5	Interactive media
6	Podcasting
7	Digital Media
8	Sender
9	Photoshop
10	Video Streaming

Section B

All Question can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)

11	Define electronic media and differentiate from traditional media.
12	Examine the role of technology in electronic media.
13	Identify and describe the primary tools used for audio production in electronic media.
14	Identify and explain the key features of digital video cameras.
15	Discuss the purpose and function of sound effects in electronic media.
16	Analyze how AI-generated content is impacting the role of human creators in electronic media.
17	Identify the different types of electronic media platforms.
18	Analyze the significant ways electronic media has transformed how people interact with each other.

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

19	Predict the future of electronic media, analyzing potential technological advancements and their likely impact on media consumption and production.
20	Differentiate electronic media from traditional media by analyzing the key characteristics and features of each, using relevant examples.

692529

QP Code:	Total Pages: 1	Name:
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FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(CUFYUGP)

JOU1MN102 Introduction to Electronic Media

2024 Admission onwards

Maximum Time :2 Hours	Maximum Marks :70

Section A

All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)

1	Community Radio
2	NDTV
3	Doordarshan
4	PTI
5	AIR
6	British Broad Casting Corporation
7	Social media
8	Artificial intelligence
9	IP tv
10	Meta Platforms

Section B

All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)

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