

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
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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.