



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Film and Media

Program: BBA FM/DM/MC

Course: Introduction to Media Business

Course Code: MAC116

Semester: I

MaxMarks: 100

Duration(mins): Jury

Q1:-What is Mass Communication? Explain in details umbrella of it.

Q2:-Explain organizational structure of News Channel.

Q3:-Explain Technical structure of news Channel.

Q4:-What are the different roles and responsibility of News producer?

Q5:-What is the different between Input Editor and output editor?

Q6:-Explain FM and AM waves.

Q7:-Which is best show on FM radio? And explain in details show content.

Q8:-Explain technical structure of Radio channel?

Q9:-Explain in details design and printing section of newspaper.

Q10:-What is SEO and SMO?

Q11:-Explain different tools of SMO.

Q12:-What are the different slot of traffic and non-traffic time of Facebook?

*****ALL THE BEST*****