Roll No……..….. **Total No. of Printed Pages: 1**
Total No. of Questions: [09]

B.A (Journalism and Mass Communication) (Semester – 4th)
FOLK MEDIA
Subject Code: BJMCS1-405
Paper ID: [21420122]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1. Attempt the following:

a. Define Communication
b. Define Folk Media
c. Define Culture
d. What do you mean by Radio
e. Define Folklore
f. Which form of media did Utpal Dutt use during the freedom struggle?
g. What does the term Jan Madhyam mean?
h. List any three old forms of traditional communication
i. Explain IPTA
j. List any two characteristics of folk media.

Section – B **(5 marks each)**

Q2. Why do you think folk media continues to be effective?
Q3. Discuss the advantages of traditional folk media.
Q4. Explain with examples various types of folk media?
Q5. Differentiate between traditional media and electronic media.
Q6. Describe the use of folk media in communication

Section – C **(10 marks each)**

Q7. "Folk media play a very important role in providing linkages with the past" Explain.
Q8. Define folk media. Discuss the merits and demerits of folk media.
Q9. Discuss the role of folk media in promoting literacy.