Roll No											

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Bengaluru

Odd Semester End Term Examination

Date: 12/12/2025 **Time:** 09.30 AM - 12.30 PM

Course Code: MDS1203	**Course Name:** Introduction to Broadcast Media	
Semester: I SEMESTER	**Max. Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	20	45	45

Instructions:

1. Read all questions carefully and answer accordingly
2. Do not write anything on the question paper other than roll number

Part A: Answer Following Questions. 30M

Qn.	Questions	M	CO	BT
1	Differentiate between public and private broadcasting.	5.0	CO1	BT2
2	Enumerate the leading private broadcast channels in India, along with their major contribution	5.0	CO1	BT1
3	Compare OTA (Over-the-Air) television with cable television in terms of delivery and accessibility.	5.0	CO2	BT2
4	Classify the different types of digital broadcasting with examples of each.	5.0	CO2	BT2
5	Identify the key characteristics of the podcast's audiences.	5.0	CO3	BT4
6	Examine the factors that make OTT platforms like Netflix and YouTube increasingly preferred over traditional television by the youth.	5.0	CO4	BT4

Part B: Answer Any 5 Following Questions. 50M

Qn.	Questions	M	CO	BT
7	Discuss the major milestones in global and Indian broadcast history from the first radio broadcast to the rise of digital broadcasting.	10.0	CO1	BT2
8	Explain various broadcast media transmission methods including AM/FM radio, cable TV, satellite TV, and OTT streaming.	10.0	CO2	BT2
9	Identify the ways audio podcasting or vodcasting can be used to present the same topic.	10.0	CO3	BT3

10	Create a script for a 10-minute solo podcast, incorporating standard podcast components and audience engagement.	**10.0**	**CO3**	**BT6**
11	Examine the ways in which streaming platforms have reshaped audience viewing patterns and content preferences. Provide relevant examples.	**10.0**	**CO4**	**BT4**
12	Examine the challenges of modern-day broadcasting in the evolving digital media environment.	**10.0**	**CO4**	**BT4**

Part C: Answer Any 1 Following Questions. 20M				
Qn.	**Questions**	**M**	**CO**	**BT**
13	Develop a multi-episode podcast plan, including the core concept, chosen format, episode blueprint, and audience targeting strategy.	**20.0**	**CO3**	**BT6**
14	Analyze how AI is transforming broadcasting, highlighting both the benefits and the challenges faced by the industry.	**20.0**	**CO4**	**BT4**