Roll No: | | | | | | | | | | | |

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Mid Term Examinations - October 2026

Date: 07/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: MDS1203 **Course Name:** Introduction to Broadcast Media

Semester: First Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	45	40

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Define interactivity in context to broadcast media.	5	CO1	BT1
2	Define the core elements of multisensory medium.	5	CO1	BT1
3	State the meaning of Wireless Telegraphy.	5	CO1	BT1

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Describe the role of All India Radio (AIR) in Indian Broadcasting.	10	CO1	BT2
5	Explain the advantages and limitations of Early Radio.	10	CO1	BT2
6	Identify the key features of Satellite Radio.	10	CO1	BT1

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	Explain the impact of OTT platforms and live streaming on audience access to broadcast content.	20	CO2	BT2
8	Explain the broadcasting process with reference to pre-production, production, and post-production. Provide suitable examples for each stage.	20	CO2	BT2