



ALLAMA IQBAL OPEN UNIVERSITY
Semester Terminal Exam Autumn 2020

Program /level:	B.Ed/Graduation	Maximum Marks	100
Title /Course Code	Broadcast Media (8621)	Pass marks	50

Instructions for Exams:

1. Attempt All Questions.
2. Write answers in your own words and avoid copying from an internet source or any book.
3. Be precise, avoid unnecessary details, answer to each question must be between 600-800 words.
4. Students are advised to upload their answer sheets/solutions on LMS portal as soon as they complete their answers and not to wait for 8:30 PM.
5. Submissions after due date & time will not be entertained. Attach undertaking with each course code which were allowed to attempt in Urdu.
6. If plagiarism found, Student may be declared fail.

Q. No.	Questions	Marks
1	Differentiate between broadcast media and communication media by giving examples. Justify that the promotion of distance education is due to the use of radio and television in distance education.	33
2	Justify the need of planning and management of broadcast media and also elaborate how production for educational radio is different from production for educational television.	33
3	Differentiate between formative and summative evaluation. How does formative evaluation support in effectively implementing of a broadcast media programme? Discuss with arguments. Moreover, justify what factors you would consider for doing summative evaluation of a broadcast media programme.	34