

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Summer 2017 – 18 Examination

Semester: 2
Subject Code: 15103151
Subject Name: History of Mass Media

Date: 07/05/2018
Time: 10.30 am to 1.00 pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.

(08)

A. Multiple choice type questions. (Each of 0.5 mark)

1. **First newspaper meant for publication was ‘announced’ by...**
 - a. William Bolts
 - b. Sir Warren Hastings
 - c. James Augustus Hickey
 - d. William Carey
2. **Press Regulations were imposed in _____.**
 - a. 1781
 - b. 1780
 - c. 1799
 - d. 1777
3. **RNI stands for _____.**
 - a. Reader of Newspapers in India
 - b. Registrar of Newspapers for India
 - c. Revenue of Newspapers in India
 - d. Remuneration of Newspapers in India
4. **Illustrated Weekly of India was under the editorship of _____.**
 - a. Bhimrao Ambedkar
 - b. M.K. Gandhi
 - c. Chandrasekhar Azad
 - d. Khushwant Singh
5. **What prompted the industrialization of wireless telegraphy?**
 - a. World War
 - b. Privatisation
 - c. Modernisation
 - d. Television
6. **The first Controller of broadcasting was _____.**
 - a. Usha Mehta
 - b. Lionel Fielden
 - c. William Carey
 - d. Warren Hastings
7. **Doordarshan was de-linked from All India Radio in _____.**
 - a. 1799
 - b. 1780
 - c. 1976
 - d. 1975
8. **The monopoly of All India Radio ended in _____.**
 - a. 1975
 - b. 1927
 - c. 1999
 - d. 1956
9. **The full form of DTH is _____.**
 - a. Director of Home
 - b. Direct-to-Home
 - c. Directional Home Services
 - d. Demand Home Services
10. **Name the weekly programme for farmers aired in Doordarshan from January 1967.**
 - a. Lok Sangeet
 - b. Teleclub
 - c. Krishi Darshan
 - d. Bulandi
11. **SITE stands for _____.**
 - a. Satellite Instructional Television Experiment
 - b. Satellite Instructions for Television Education
 - c. Satellite Ideating TV Experiment
 - d. Situation Ideas for TV Education
12. **What had put a brake on further developments in television post its invention?**
 - a. Traditional thinking
 - b. World War
 - c. Radio
 - d. Dissatisfaction with TV
13. **Which of these is not a stand-alone technology?**
 - a. Radio
 - b. Cinema
 - c. Press
 - d. INTERNET
14. **‘Modem’ stands for _____.**
 - a. Modern Demonstration
 - b. Modifying Demonstration
 - c. Modulation and DEModulation
 - d. Modution Development

