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

	2 ode: 15103151 ame: History of Mass Media		Date: 07/05/2018 Time: 10.30 am to 1.00 pm Total Marks: 60
Instruction			
	stions are compulsory.		
-	to the right indicate full marks.		
	itable assumptions wherever necessary		
	w question on new page.		
4. Start ne	w question on new page.		
0.1 Do	as directed.		(1
•	as uncered. Iltiple choice type questions. (Each of	05 mork)	(0
	First newspaper meant for publicati		
1.		s Augustus Hickey	
		•	
2	b. Sir Warren Hastings d. William	-	
2.	Press Regulations were imposed in		
	a. 1781 c. 1799		
	b. 1780 d. 177		
3.	 RNI stands for	•	
	a. Reader of Newspapers in India	c. Revenue of Newspapers in	n India
	b. Registrar of Newspapers for India	d. Remuneration of Newspap	ers in India
4.	Illustrated Weekly of India was und		•
	a. Bhimrao Ambedkar	c. Chandrasekhar Azad	
	b. M.K. Gandhi	d. Khushwant Singh	
5.	What prompted the industrialization	n of wireless telegraphy?	
	a. World War	b. Modernisation	
	b. Privatisation	d. Television	
6.	The first Controller of broadcasting	was	
	a. Usha Mehta	c. William Carey	
	b. Lionel Fielden	d. Warren Hastings	
7.	Doordarshan was de-linked from Al	0	
	a. 1799	c. 1976	
	b. 1780	d. 1975	
8.	The monopoly of All India Radio en		
0.	a. 1975	c. 1999	
	b. 1927	d. 1956	
9.	The full form of DTH is		
9.	a. Director of Home	c. Directional Home Service	c.
	b. Direct-to-Home	d. Demand Home Services	5
10			om Jonuom 1067
10.	Name the weekly programme for far		om January 1907.
	a. Lok Sangeet	c. Krishi Darshan	
	b. Teleclub	d. Bulandi	
11.	SITE stands for a. Satellite Instructional Television E		•
	a. Satellite Instructional Television E	experiment c. Satellite Ideatin	g TV Experiment
	b. Satellite Instructions for Television		
12.	What had put a brake on further de		s invention?
	a. Traditional thinking	c. Radio	
	b. World War	d. Dissatisfaction with	ΓV
13.	Which of these is not a stand-alone	technology?	
	a. Radio	c. Press	
	b. Cinema	d. INTERNET	
14.	'Modem' stands for		•
	a. Modern Demonstration	c. Modulation and DEMo	odulation
	b. Modifying Demonstration		
		1	

(08)

15. Which government initiated the	e 'information revolution'?	
a. Atal Bihari Vajpayee	c. Narendra Modi	
b. Rajiv Gandhi	d. Sonia Gandhi	
16. Television earns per cent of	the total advertising revenue.	
a. 51%	c. 67%	
b. B. 74%	d. 41%	
B. Terms/ Short notes/ Short answers.	(Each of 01 mark)	(07)
1. What was the objective of Raja R	am Mohan Roy for starting the paper?	
2. Who founded the vernacular pape	er Kesari?	
3. What does ISBS of Radio stands	for?	
4. In which year, ISBS got renamed	as AIR?	
5. What do soap operas mean?		
6. What is the function of ERNET?		
7. What do you understand by Digit	al Divide?	
Q.2 Answer the following.		
A. Write about the magazine genres of P	rint Media.	(04)
B. Talk about Community and Campus I		(04)
C. What are TV documentaries or factua	l television?	(04)
	OR	
C. Talk about the Internet in India.		(04)
Q.3 Answer the following.		
A. Write in detail about the Indian langu		(05)
B. Discuss FM Radio and auctioning of	the airwaves.	(05)
C. Talk about advertising revenues throu	gh television medium.	(05)
	OR	
C. Discuss The Internet, Civil Society an	nd Social Movements with examples.	(05)
Q.4		
A. Discuss Indian Print Journalism from		(06)
B. Discuss the Radio formats and genres		(06)
C. Discuss the genres of television.		(06)
	OR	
C. What do you understand by the digita	l divide in India? Elaborate.	(06)

C. What do you understand by the digital divide in India? Elaborate.
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