

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

Semester: 2
 Subject Code: 15103153
 Subject Name: Orientation to Media Studies

Date: 11/05/2018
 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 published in India was by...**

- | | |
|------------------------|--------------------------|
| a. William Bolts | c. James Augustus Hickey |
| b. Sir Warren Hastings | d. William Carey |

2. Gagging Act was imposed in _____.

- | | |
|---------|---------|
| a. 1857 | c. 1799 |
| b. 1780 | d. 1777 |

3. Malayala Manorama Group owns _____.

- | | |
|-------------|----------------|
| a. Outlook | c. India Today |
| b. The Week | d. Frontline |

4. Miratool Akbar was a periodical by _____.

- | | |
|---------------------|-----------------------|
| a. Bhimrao Ambedkar | c. Chandrasekhar Azad |
| b. M.K. Gandhi | d. Raja Ram Mohan Roy |

5. The boom in the magazine sector of India was set off by _____.

- | | |
|--------------|----------------|
| a. Frontline | b. India Today |
| b. Outlook | d. The Week |

6. ISBS became AIR in _____.

- | | |
|---------|---------|
| a. 1976 | c. 1936 |
| b. 1956 | d. 1972 |

7. First amateur radio club to start functioning was _____.

- | | |
|---------------------------|---------------------------------|
| a. Delhi Radio Club | c. Madras Presidency Radio Club |
| b. Radio Club of Calcutta | d. Bombay Radio Club |

8. Which of these cannot be a Radio genre?

- | | |
|---------|---------------------------|
| a. Talk | c. Documentaries/Features |
| b. Play | d. Fashion show |

9. HDTV is _____.

- | | |
|-----------------------|---------------------------|
| a. High Definition TV | c. Heighted Definition TV |
| b. Headend Defined TV | d. High Defined TV |

10. The Vividh Bharati service was started in _____.

- | | |
|---------|---------|
| a. 1857 | c. 1957 |
| b. 1965 | d. 1982 |

11. The Indian Press Act was imposed in _____.

- | | |
|---------|---------|
| a. 1910 | c. 1947 |
| b. 1935 | d. 1950 |

12. What had halted further developments in television world wide post its invention?

- | | |
|-------------------|----------------------------|
| a. World War | c. Radio |
| b. United Nations | d. Dissatisfaction with TV |

13. 'Modem' stands for _____.

- | | |
|----------------------------|--------------------------------|
| a. Modern Demonstration | c. Modulation and DEModulation |
| b. Modifying Demonstration | d. Modution DEvelopment |

14. Who denied all postal facilities to Hicky for Bengal Gazette's publication?

- a. Lord Caning
- b. William Carey
- c. Warren Hastings
- d. Peter Putnis

15. The largest slice of total annual advertising is obtained by_____.

- a. Radio
- b. Television
- c. Print
- d. Internet

16. Television earns _____ of the total advertising revenue through media.

- a. Highest
- b. 2nd lowest
- c. 2nd highest
- d. Lowest

B. Terms/ Short notes/ Short answers. (Each of 01 mark)

(07)

1. The information revolution in India began with which government?
2. What do you understand by Digital Divide?
3. How and when did the monopoly of AIR end?
4. What does SITE stand for?
5. What is the purpose of ERNET?
6. DTH stands for?
7. Who led the Serampore Missionaries?

Q.2 Answer the following.

A. Mention the two major genres of magazines with examples.

(04)

B. Community and Campus Radio were given official permission later on. Discuss the episodes before.

(04)

C. What do you understand by factual television? Give examples.

(04)

OR

C. How did Internet enter India? Elaborate.

(04)

Q.3 Answer the following.

A. Write about the spurt in Indian language press post Bengal Gazette.

(05)

B. Discuss the emergence of FM Radio with auctioning airwaves.

(05)

C. Discuss the advertising in the news genre of television medium.

(05)

OR

C. The Internet has aided civil society with Social Movements. State illustrations.

(05)

Q.4 Answer the following.

A. Sketch the history of Print Journalism in India with the dawn of journalism in the country till the contemporary scenario.

(06)

B. How do news channels cope up with international coverage with few correspondent and camerapersons overseas? Give their sources and write about them.

(06)

C. List the genres and formats of Radio and discuss.

(06)

OR

C. What helps the newspaper circulation sustain better than the western world? State reasons with examples.

(06)