

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Summer 2018 – 19 Examination

Semester: 2

Subject Code: 15103151

Subject Name: History of Mass Media

Date: 11/04/2019

Time: 02:00pm to 4:30pm

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. Which of the below was India's first indigenous soap opera?**

- (a) Krishi Darshan (b) Hum Log
(c) Hum Paanch (d) Hum Tum

2. The Prasar Bharati Bill is largely based on

- (a) Chanda Committee (b) Joshi Working Group
(c) Content Code (d) Verghese Report

3. What is the full form of DTH?

- (a) Directorate-to-health (b) Direct-to-home
(c) Direct-to-hall (d) Dish-to-home

4. Which of the below was the English companion of Kesari?

- (a) Times of India (b) Hicky's Gazette
(c) Mahratha (d) Jugantar

5. The regional services of AIR cater to major and cultural groups.

- (a) Religious (b) Economic
(c) Linguistic (d) Formal

6. The first newspaper for publication was announced by

- (a) William Hicky (b) William Bolts
(c) William Woodsworth (d) William Jones

7. India's Got Talent is a

- (a) Reality Show (b) Children's Programme
(c) Talent Hunt Show (d) Soap Opera

8. The Chanda Committee recommended a Board of Governors consisting of maximum members.

- (a) Five (b) Twelve
(c) Ten (d) Seven

9. What is the full form of FM?

- (a) Frequency Measurement (b) Frequency Management
(c) Frequency Modulation (d) Frequency Means

10. DTH stands for

- (a) Direct-to-Hotel (b) Direct-to-Home
(c) Dish-to-hall (d) Dish-to-Home

11. Radio drama is a story told through alone.

- (a) Pictures (b) Music
(c) Books (d) Sound

12. The newspapers which were banned during the thirties, but were secretly published during Emergency were

- (a) Jugantar and Kesari (b) Jugantar and Sandhya
(c) Sandhya and Kesari (d) Kesari and Mahratha

13. Airwaves are property as per the Supreme Court pronouncement in 1995.

- (a) Government (b) Public
(c) Private (d) Semi-government

14. Who was the editor of Kesari?

- (a) Girilal Jain (b) James Hicky

(c) Raja Ram Mohan Roy (d) Bal Gangadhar Tilak

15. Community radio is characterized by community

- (a) Ownership (b) Participation
(c) Both (a) & (b) (d) None of these

16. What was Raja Ram Mohan Roy's newspaper named?

- (a) Miratool Times (b) Miratool Akbar
(c) Miratool Today (d) Persian Akbar

B. Answer in short. (Each of 01 mark)

(07)

1. Who would appoint the members of Verghese Committee?

2. Name the two papers which had gained the reputation for opposing the government's attempts to suppress nationalist aspirations.

3. What do you understand by educational television?

4. What does ISBS stand for?

5. How are radio programmes classified?

6. What is visual radio?

7. Where were the first amateur radio clubs established?

Q.2 Answer the following.

A. Highlight the relevance of internet as a mass medium.

(04)

B. What are vlogs? Can they be a medium to reach out to masses?

(04)

C. Comment on the power of press in the current era.

(04)

OR

C. What were the recommendations of the Chanda Committee and Verghese Committee?

(04)

Q.3 Answer the following.

A. What are the guidelines for advertising on AIR and Doordarshan?

(05)

B. Explain what are talk shows and talent hunt shows based on relevant examples.

(05)

C. How effective can blogs and emails be as mediums of communication?

(05)

OR

C. How has internet changed the way world communicates with masses?

(05)

Q.4 Answer the following.

A. Describe the services offered by the All India Radio.

(06)

B. Describe any six television genres.

(06)

C. Highlight the benefits and differences of using print, broadcast and radio as mediums of mass communication.

(06)

OR

C. Explain radio formats with relevant examples.

(06)