

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

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

Date: 18/04/2019
Time: 02:00 am to 04:30 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. The Indian Press Act came to form in _____.
 (a)1920 (b)1945
 (c)1947 (d)1910
2. First newspaper meant for publication was announced by _____.
 (a) James Augustus Hickey (c) William Bolts
 (b) Warren Hastings (d) None
3. The age of Journalism dawned in the country in _____.
 (a) 1770 (c)1789
 (b) 1776 (d) 1780
4. The Vividh Bharati Service started on _____.
 (a) Veer Savarkar Jayanti (c) Republic Day of India
 (b) Indian Independence Day (d) Mahatma Gandhi Jayanti
5. Bengal Gazette is also known as _____.
 (a) Bengal Gazette (c) Madras Courier
 (b) Bombay Herald (d) Hicky's Gazette
6. Doordarshan got de-linked from AIR in _____.
 (a) 1945 (c) 1980
 (b) 1976 (d) 1981
7. The government issued Press Regulations in _____.
 (a) 1780 (c) 1768
 (b) 1799 (d) 1782
8. Serampore Missionaries was led by _____.
 (a) Warren Hastings (c) Raja Ram Mohan Roy
 (b) William Carey (d) Chandrika Kaul
9. Raja Ram Mohan Roy's Miratool Akbar was in which language?
 (a) Persian (c) Arabic
 (b) Hindi (d) Bengali
10. Name the most noteworthy victim of news laws during the English era.
 (a) Aurobindo Ghosh (c) B.B Upadhyay
 (b) Bal Gangadhar Tilak (d) BN Dutt
11. Bal Gangadhar Tilak was the editor of _____.
 (a) Amrit Bazaar Patrika (c) Kesari
 (b) Jugantar (d) Bombay Chronicle
12. Spectator Papers of Addison Steele started in which country?
 (a) Australia (c) England
 (b) Germany (d) America
13. Annie Besant's _____ became the mouthpiece of Home Rule advocates.
 (a) New State (c) New Democracy
 (b) New England (d) New India
14. Name the first controller of Indian broadcasting _____.
 (a) Usha Mehta (c) Lionel Fielden
 (b) Chandrakant Jhaveri (d) Vithaldas Khakar
15. Indian State Broadcasting Service turned in All India Radio in _____.
 (a) 1924 (c) 1927
 (b) 1935 (d) 1936

16. Satirical take-offs on national and international stories are called _____.

- (a) Documentaries (c) series
(b) Spoofs on the News (d) New Trends

B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark) (07)

1. Raja Ram Mohan Roy's Persian newspaper was called?
2. Write in brief about the magazine genres of India?
3. Mention the twin functions of newspaper when it had started in India.
4. Who started off the underground 'Congress Radio'?
5. What does CBS stand for?
6. What does modem stand for?
7. State the objective behind Raja Ram Mohan Roy's Miratool Akbar.

Q.2 Answer the following.

A. Write in detail about the Print Media in India. (04)

B. Discuss the renaming of Indian State Broadcasting Service to All India Radio. (04)

C. Discuss the current trends of Print Media sector including the magazine sector. (04)

OR

C. Write a note on The Internet, Civil Society and Social Movements. (04)

Q.3 Answer the following.

A. Write about the threats to Print Media scenario in current times. (05)

B. Discuss in detail about the arrival of different media in India. (05)

C. Write a short note on the underground 'Congress Radio'. (05)

OR

C. Discuss the genres of shows on television. (05)

Q.4

A. Sketch the history of Indian Journalism from Hickey's Gazette to the time of Independence. (06)

B. Discuss in brief the magazine genre of Print Media sector. (06)

C. Discuss the SITE experiment in India. (06)

OR

C. Write about Family and Social Networks on Internet. (06)