

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

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

Date: 28/12/2017
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.**A. Multiple choice type questions. (Each of 0.5 mark)****(08)**

1. Choose the correct ascending order of daily newspaper readership:

- a. Dainik bhaskar, amar ujala, eenadu b. Eenadu, dainik bhaskar , amar ujala
 c. Amar ujala, eenadu, dainik bhaskar d. None of these

2. In journalism, “NEWS” means _____?

- a. Newsgathering resources, personnel

or content in news is presented after

systematic sorting and selecting of

event

- b. Different news media all covering

the intrinsic events in the same way

- c. The content of one newspaper is

indistinguishable from that of any

other newspaper.

- d. None of these

3. N.C. Kelkar was the editor of which newspaper?

- a. Bande mataram b. Bombay chronicle
 c. Maratha d. None of these

4. In journalism, tabloid means _____?

- a. Sensational press b. Serious press

- c. Service press

- d. None of these

5. The biggest challenge to professional journalism today comes from?

- a. Social networking sites b. News blogs

- c. Daily publishers

- d. None of these

6. In journalisms, the need to attract advertisers leads to news turning in to?

- a. Soft stories b. Essays

- c. Hard stories

- d. None of these

7. In journalism, what is important for a reporter?
 a. Revenue b. Deadlines
 c. Editing d. None of these
8. B.b. upadhyaya was founder and editor of which newspaper?
 a. Sandhya b. Jugantar
 c. Kesari d. None of these
9. What is considered as a primary product in journalism?
 a. Publishing b. Circulation
 c. News d. None of these
10. these Choose the correct ascending order of daily newspaper readership:
 a. Mathurbhumi, daily thanthi, malayala manorama
 b. Daily thanthi, malyala manorama , mathurbhumi
 c. Malayala manorama, mathurbhumi, daily thanthi
 d. None of these
- 11 In journalism, free- lance journalists are_____.
 a. Part time journalists b. Occasional contributors
 c. Daily publishers d. None of these
12. What is the acronym for DTP?
 a. Daily true posts b. Draft timely points
 c. Desk top publishing d. None of these
- 13 How many characters are required for SMS transmission to mobile phones in mobile journalism?
 a. 265 b. 140
 c. 368 d. None of these
14. Which software is used for print journalism?
 a. Acta diurna b. Quark express
 c. Deutsche welle d. None of these
15. Tabloid journalism is frequently termed as _____?
 a. Yellow journalism b. Red journalism
 c. Blue journalism d. None of these
16. 'Times Private treaties' means_____?
 a. Collecting testimonial from the public regarding their opinion
 b. Trading stakes in companies in return for providing advertising and branding
 c. Partnership with the government in discovering the sort of development the people want and need
 d. None of these

B. Answer the following.(Each of 01 mark)

(07)

1. What is freelance journalism?
2. Explain Tabloid journalism
2. What is Important for a publication according to you?
4. Explain primary product of journalism
5. What is DTP?
6. Which Persian newspaper was pioneered by raja ram Mohan Roy?
7. Who is most important in journalism? Reporting or advertisement?

Q.2 Write Short notes.

A. Fundamentals of journalism

(04)

B. Print media

(04)

C. Radio.

(04)

OR

C. Digital media.

(04)

Q.3 Answer the following.

A. What is the growth of radio in India in the last two decades?

(05)

B. What are the Inception of Indian Print Media

(05)

C. Explain the milestones of all India radio?

(05)

OR

C. What is tabloid and broadsheet? Explain the difference between the two in detail

(05)

Q.4 Answer the following.

A. Define your experiences about potential of new media trends, explain changes by the digitalization in near future

(06)

B. What are challenges for print media now?

(06)

C. What is the growth of network and coverage of all India radio?

(06)

OR

C. Explain yellow journalism in detail with an example.

(06)