

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Winter 2018 – 19 Examination

Semester: 2

Subject Code: 15103151

Subject Name: History of Mass Media

Date: 17/12/2018

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 meant for publication was announced in the year _____.**

- | | |
|----------|----------|
| (a) 1789 | (c) 1776 |
| (b) 1775 | (d) None |

2.**The age of Journalism dawned in the country with ____.**

- | | |
|--------------------|----------------------|
| (a) Bengal Gazette | (c) Spectator papers |
| (b) pool | (d) post |

3.**The first newspaper to start in India was _____.**

- | | |
|--------------------|--------------------|
| (a) Bengal Gazette | (c) Madras Courier |
| (b) Bombay Herald | (d) Bombay Courier |

4. Press Regulations were issued by the government in _____.

- | | |
|----------|----------|
| (a) 1780 | (c) 1896 |
| (b) 1784 | (d) 1799 |

5.**The largest slice of total annual advertising is obtained by _____.**

- | | |
|--------------|----------------|
| (a) Internet | (c) Television |
| (b) Radio | (d) Print |

6. Raja Ram Mohan Roy's Persian newspaper was called _____.

- | | |
|----------------------------|---------------------|
| (a) Serampore Missionaries | (c) Jan-e-Jamshed |
| (b) Miratool Akbar | (d) Bombay Samachar |

7. First newspaper meant for publication was announced by _____.

- | | |
|---------------------------|-------------------|
| (a) James Augustus Hickey | (c) William Bolts |
| (b) Warren Hastings | (d) None |

8. Radio came officially in India in _____.

- | | |
|----------|----------|
| (a) 1950 | (c) 1935 |
| (b) 1927 | (d) 1930 |

9. The dotcom phase kick-started in India with _____.

- | | |
|------------------|-------------------|
| (a) Independence | (c) Globalisation |
| (b) Partition | (d) Republic |

10. The television receives _____ of the total ad spend.

- | | |
|--------|--------|
| (a) 43 | (c) 50 |
| (b) 3 | (d) 4 |

11. Name the popular Shekhar Gupta's show to probe personalities.

- | | |
|-------------------|--------------------------|
| (a) Walk The Talk | (c) The Devil's Advocate |
| (b) Vibrations | (d) In Conversation |

12. The television show that was exclusively started for farmers and their related queries was _____.

- | | |
|--------------------|--------------------|
| (a) Teleclubs | (c) Nukkad |
| (b) Bharat Ek Khoj | (d) Krishi Darshan |

13. THE ISP stands for _____.

- | | |
|-------------------------------|------------------------------|
| (a) Internet Super Process | (c) Internet Speed Process |
| (b) Internet Service Provider | (d) Internet Service Process |

14. Indian State Broadcasting Service turned in All India Radio in ____.

- (a) 1924 (c) 1927
(b) 1935 (d) 1936

15. The INTERNET was earlier known as _____

- (a) Arpanet (c) NSFNET
(b) NET (d) SUPERNET

16. BPO is an abbreviation of _____

- (a) Business Process Outsourcing (c) Business Peace Outsourcing
(b) British Public Outsourcing (d) British Process Outsourcing

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

(07)

1. Why did Raja Ram Mohan Roy cease publishing his paper later?
2. Which magazine predominantly led to the boom in the magazine sector?
3. Illustrated Weekly of India started under the editorship of?
4. Print media of India is still able to sustain its readership because?
5. Who was the first controller of Indian Broadcasting?
6. The first television center in India went on air in which city?
7. What does modem stand for?

Q.2 Answer the following.

A. Discuss in brief the current trends in Print media of India vis-à-vis the world.

(04)

B. Enlist and discuss the landmark dates of the invention of media in India.

(04)

C. Discuss in detail the threats to Print Media.

(04)

OR

C. Write a note on SITE.

(04)

Q.3 Answer the following.

A. Write a note on the underground congress Radio.

(05)

B. Write a note on The Internet, Civil Society and Social Movements.

(05)

C. Write in detail about News agencies in India.

(05)

OR

C. Write about All India Radio Services.

(05)

Q.4 Answer the following.

A. Write a note on Globalisation and the Internet.

(06)

B. Discuss the existing Radio Formats and Genres.

(06)

C. How far can television be effective in serving the ends of national development? Discuss SITE and Kheda briefly.

(06)

OR

C. Print Media has still managed to retain its readership in India compared to Western world.

(06)

Elaborate.