

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

Semester:2

Subject Code: 15103153

Subject Name: Orientation to Media Studies

Date:19/12/2018

Time:10:30 to 01:00 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. is one of the earliest known primitive form of communication.
 - (a) Stone tablets
 - (b) Cave paintings
 - (c) Messenger pigeons
 - (d) Territory marking
2. PTI is the
 - (a) Press Tourism International
 - (b) People's Trust of India
 - (c) Press Trust of Indonesia
 - (d) Press Trust of India
3. The first newspaper in India was the
 - (a) Madras Courier
 - (b) Bombay Herald
 - (c) Bengal Gazette
 - (d) Bombay Courier
4. Satirical take-offs on national and international stories are called _____.
 - (a) Documentaries
 - (b) Spoofs on the News
 - (c) Series
 - (d) New Trends
5. led to the beginning of dotcom phase in India.
 - (a) Globalisation
 - (b) Partition
 - (c) Independence
 - (d) Republic
6. NSFNET was renamed as
 - (a) Arpanet
 - (b) NET
 - (c) Internet
 - (d) SUPERNET
7. Bal Gangadhar Tilak was the editor of _____.
 - (a) Jan-e-Jamshed
 - (b) Jugantar
 - (c) Kesari
 - (d) Bombay Chronicle
8. Radio officially began in India in
 - (a) 1927
 - (b) 1947
 - (c) 1935
 - (d) 1930
9. What does ISRO stand for?
 - (a) Indian Space Recording Organisation
 - (b) International Space Reporting Organisation
 - (c) Indian Space Research Organisation
 - (d) Indian Social Response Organisation
10. BPO is an abbreviation of
 - (a) British Process Outsourcing
 - (b) British Public Outsourcing
 - (c) Business Peace Outsourcing
 - (d) Business Process Outsourcing
11. The largest slice of total annual advertising is obtained by _____.
 - (a) Print
 - (b) Radio
 - (c) Television
 - (d) Internet
12. Advancement in leads to development of new media.
 - (a) Knowledge
 - (b) Technology
 - (c) Population
 - (d) None of the above
13. ISP stands for
 - (a) Internet Super Process
 - (b) Internet Speed Process
 - (c) Internet Service Provider
 - (d) Internet Service Process
14. Radio for a small or restricted area is called radio.
 - (a) Community
 - (b) Regional
 - (c) Local
 - (d) Campus
15. AIR is
 - (a) All India Review
 - (c) All India Radio

(b) An International Radio (d) All India Reportage
16. First newspaper meant for publication was announced by

(a) James Augustus Hickey (c) William Bolts
(b) Warren Hastings (d) None of the above

B. Answer the following in short. (Each of 01 mark) **(07)**

1. What was the name of the Persian newspaper started by Raja Ram Mohan Roy?
2. Name any two new mediums of communication.
3. What is gate keeping in journalism?
4. State one of the most important reasons why Indian print media is still able to sustain.
5. What does modem stand for?
6. Name two English dailies published in Vadodara.
7. What according to you is the biggest threat to print medium?

Q.2 Answer the following.

A. What was the KHEDA project? **(04)**

B. Write a note on Globalisation and the Internet. **(04)**

C. Citizen journalism is on the rise, mention its pros and cons. **(04)**

OR

C. Write a note on the All India Radio Services. **(04)**

Q.3 Answer the following.

A. Discuss the existing Radio Formats and Genres. **(05)**

B. Discuss in brief the current trends in Print media of India vis-à-vis the world. **(05)**

C. Do you think radio is one of the mass mediums which will survive the competition with new media? **(05)**

OR

C. Write in detail about News agencies in India. **(05)**

Q.4 Answer the following.

A. Write a note on SITE. **(06)**

B. Internet is bringing the world closer. Comment with relevant examples. **(06)**

C. Print media seems to be fading in India. Comment. **(06)**

OR

C. Print Media has still managed to retain its readership in India compared to Western world. Elaborate. **(06)**