

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**B.Arts Winter 2019 – 20 Examination**

**Semester: 2**  
**Subject Code: 15103151**  
**Subject Name: History of Mass Media**

**Date: 17/12/2019**  
**Time: 10:30 am 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. What is the full form of DTH?
  - (a) Directorate-to-health
  - (b) Dish-to-home
  - (c) Direct-to-hall
  - (d) Direct-to-home
2. The regional services of AIR cater to major ..... and cultural groups.
  - (a) Religious
  - (b) Economic
  - (c) Linguistic
  - (d) Formal
3. Who was the editor of Kesari?
  - (a) Girilal Jain
  - (b) James Hicky
  - (c) Raja Ram Mohan Roy
  - (d) Bal Gangadhar Tilak
4. The Chanda Committee recommended a Board of Governors consisting of maximum ..... members.
  - (a) Five
  - (b) Twelve
  - (c) Ten
  - (d) Seven
5. Radio drama is a story told through ..... alone.
  - (a) Pictures
  - (b) Music
  - (c) Books
  - (d) Sound
6. 'Friends' is a .....
  - (a) Reality Show
  - (b) Children's Programme
  - (c) Soap Opera
  - (d) Talent Hunt Show
7. Which of the below was India's first indigenous soap opera?
  - (a) Krishi Darshan
  - (b) Hum Tum
  - (c) Hum Paanch
  - (d) Hum Log
8. Airwaves are ..... property as per the Supreme Court pronouncement in 1995.
  - (a) Government
  - (b) Public
  - (c) Private
  - (d) Semi-government
9. Community radio is characterized by community .....
  - (a) Ownership
  - (b) Participation
  - (c) Both (a) & (b)
  - (d) None of these
10. Which of the below was the English companion of Kesari?
  - (a) Times of India
  - (b) Hicky's Gazette
  - (c) Mahratha
  - (d) Jugantar
11. What was Raja Ram Mohan Roy's newspaper named?
  - (a) Miratool Times
  - (b) Miratool Akbar
  - (c) Miratool Today
  - (d) Persian Akbar
12. What is the full form of FM?
  - (a) Frequency Modulation
  - (b) Frequency Management
  - (c) Frequency Measurement
  - (d) Frequency Means
13. RJ in radio stands for .....
  - (a) Radio Jammer
  - (b) Radio Jazz
  - (c) Radio Jockey
  - (d) None of these
14. The Prasar Bharati Bill is largely based on .....
  - (a) Verghese Report
  - (b) Joshi Working Group
  - (c) Content Code
  - (d) Chanda Committee
15. 'MasterChef' is a .....
  - (a) Reality Show
  - (b) Children's Programme
  - (c) Soap Opera
  - (d) Talent Hunt Show

16. The first newspaper for publication was announced by .....

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

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

1. How are radio programmes classified?
2. What is visual radio?
3. What does ISBS stand for?
4. Who would appoint the members of Verghese Committee?
5. What do you understand by educational television?
6. Where were the first amateur radio clubs established?
7. Name the two papers which had gained the reputation for opposing the government's attempts to suppress nationalist aspirations.

**Q.2 Answer the following.**

- A. What are vlogs? Can they be a medium to reach out to masses? (04)  
B. What were the recommendations of the Chanda Committee and Verghese Committee? (04)  
C. Highlight the benefits and differences of using print, broadcast and radio as mediums of mass communication. (04)

**OR**

- C. Explain radio formats with relevant examples. (04)

**Q.3 Answer the following.**

- A. Describe the services offered by the All India Radio. (05)  
B. Highlight the relevance of internet as a mass medium. (05)  
C. Write a detailed note on your favourite and most preferred medium of mass communication. (05)

**OR**

- C. How effective can blogs and emails be as mediums of communication? (05)

**Q.4 Answer the following.**

- A. Comment on the power of press in the current era. (06)  
B. What are the guidelines for advertising on AIR and Doordarshan? (06)  
C. Describe any six television genres. (06)

**OR**

- C. Explain what are talk shows and talent hunt shows based on relevant examples. (06)