| Enrolli | ment No: | | Exam Seat No: | | |
|------------------------------|---|--|--|-----------------|--|
| | C.U | J.SHAH U | JNIVERSITY | 7 | |
| | Sı | ımmer Exa | mination-2017 | | |
| Subjec | t Name: Introduction | on to Media | | | |
| Subject Code: 4AH06ITM1 | | | Branch: B.A.(English) | | |
| Semester: 6 Date: 27/04/2017 | | : 27/04/2017 | Time: 02:30 To 05:30 Marks: 7 | | |
| (2) (3) | Use of Programmal Instructions written | on main answer boos and figures (if necessity) | other electronic instrument ok are strictly to be obeyed. essary) at right places. | is prohibited. | |
| (A) 1. | | ven and write answ | our options. Choose the mover of it. | ost appropriate | |
| | a) an entertainment | channel | b) an educational channel | | |
| | c) a sports channel | | d) news channel | | |
| 2. | 2. Which of the following is not a negative aspect of television? | | | | |
| | a) provides information | | b) can contain excessive violent content | | |
| | c) none | d) c | can lead to excessive Consur | nerism | |
| 3. | was the f | irst privately owned | Hindi satellite channel of Ir | ndia. | |
| | a) Colours | b) Star Plus | c) Zee | d) Sony | |
| 4. | Who invented the a | rt of Printing? | | | |
| | a) India | b) Japan | c) Nepal | d) China | |
| 5. | Asia net is the region | onal channel of | | | |
| | a) Karnataka | b) Goa | c) Andhra Pradesh | d) Kerala | |
| 6. | Which of the follow | ving publication was | started by Gandhiji? | | |
| | a) Navjeevan | b) Navbharat | c) Navkar | d) Nirmit | |
| 7. | Name the event wh | ich slowed down the | e development of television. | | |
| | a) Second Wor | rld War b) First W | Vorld War c) Crimean Wa | ar d) Gulf War | |
| 8. | Traditional Media i | s mostly electronic i | n nature. This statement is _ | | |
| | a) True | b) Fa | olse c) Can't Say | | |

Q-1

9.



d) Tamas

The longest soap opera serialized was ___

a) Humlog

| | | The inventor of the radio was | | | | | |
|-------------------|------------|---|------|--|--|--|--|
| | 10. | a) Henirich Hertz b) Nikola Telsa c) Guglielmo Marconi d) None | | | | | |
| Q-1 | (B) | Match column 'A' (Newspaper) appropriately with column 'B' (URL). Column 'A' - Column 'B' | | | | | |
| | 1. | Akila (Gujarati) - a) http://www/the-hindu.com/ | | | | | |
| | 2. | Deccan Chronicle - b) http://www.telegraphindia.com/ | | | | | |
| | 3. | The Telegraph - c) http://www.deccanherald.com/ | | | | | |
| | 4. | The Hindu - d) http://www.deccan.com/ | | | | | |
| | | - e) http://akiladaily.com/ | | | | | |
| Atten | npt any | four questions from Q-2 to Q-8 | | | | | |
| Q-2 | (A) | Describe the history of early printing of newspapers in India. | | | | | |
| Q-2 | (B) | Write a short note on Role of Print Media in Developing Communication. | | | | | |
| Q-3 Q-3 Q-4 | (A) (B) | | | | | | |
| | | in Karnataka. Draft a reply in such a manner that can be published in daily newspaper. | | | | | |
| Q-5 Q-5 Q-6 | (A) (B) | Discuss importance of media in development of a country. Compare traditional media with electronic media. Write a media report on the terrifying accident that took place yesterday night between | | | | | |
| | | S. T. Bus and Lorry on Ahmedabad – Mumbai Express Highway. Draft a reply in such a | | | | | |
| | | manner that can be published in daily newspaper. | | | | | |
| Q-7 | | Write short notes on: | (14) | | | | |
| | | a) Pulp Fiction b) Soap Opera | | | | | |
| Q- 8 | | Explain in detail the historical development of Radio. | | | | | |