

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name: Introduction to Media

Subject Code: 4AH06ITM1

Branch: B.A.(English)

Semester: 6

Date: 27/04/2017

Time: 02:30 To 05:30

Marks: 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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Q-1 (A) Each of the following questions has four options. Choose the most appropriate option from the given and write answer of it. (10)

1. Gyan Darshan is _____.
a) an entertainment channel b) an educational channel
c) a sports channel d) news channel
2. Which of the following is not a negative aspect of television?
a) provides information b) can contain excessive violent content
c) none d) can lead to excessive Consumerism
3. _____ was the first privately owned Hindi satellite channel of India.
a) Colours b) Star Plus c) Zee d) Sony
4. Who invented the art of Printing?
a) India b) Japan c) Nepal d) China
5. Asia net is the regional channel of _____.
a) Karnataka b) Goa c) Andhra Pradesh d) Kerala
6. Which of the following publication was started by Gandhiji?
a) Navjeevan b) Navbharat c) Navkar d) Nirmitt
7. Name the event which slowed down the development of television.
a) Second World War b) First World War c) Crimean War d) Gulf War
8. Traditional Media is mostly electronic in nature. This statement is _____.
a) True b) False c) Can't Say
9. The longest soap opera serialized was _____.
a) *Humlog* b) *Nukkad* c) *Circus* d) *Tamas*



