

# 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*



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). (04)**  
Column 'A' - Column 'B'

- |                     |   |  |
|---------------------|---|--|
| 1. Akila (Gujarati) | - | a) <a href="http://www.the-hindu.com/">http://www/the-hindu.com/</a>           |
| 2. Deccan Chronicle | - | b) <a href="http://www.telegraphindia.com/">http://www.telegraphindia.com/</a> |
| 3. The Telegraph    | - | c) <a href="http://www.deccanherald.com/">http://www.deccanherald.com/</a>     |
| 4. The Hindu        | - | d) <a href="http://www.deccan.com/">http://www.deccan.com/</a>                 |
|                     | - | e) <a href="http://akiladaily.com/">http://akiladaily.com/</a>                 |

**Attempt any four questions from Q-2 to Q-8**

**Q-2 (A) Describe the history of early printing of newspapers in India. (07)**

**Q-2 (B) Write a short note on *Role of Print Media in Developing Communication*. (07)**

**Q-3 (A) Mention any five advantages and disadvantages of traditional media. (07)**

**Q-3 (B) What are the differences between the print media and electronic media? (07)**

**Q-4 Write a media report on Death of a Great Political Leader who died just before two days (14)**  
in Karnataka. Draft a reply in such a manner that can be published in daily newspaper.

**Q-5 (A) Discuss importance of media in development of a country. (07)**

**Q-5 (B) Compare traditional media with electronic media. (07)**

**Q-6 Write a media report on the terrifying accident that took place yesterday night between (14)**  
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. (14)**

