Enrollment No:	Exam Seat No:
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# **C.U.SHAH UNIVERSITY**

### Winter Examination-2018

**Subject Name: Introduction to Media** 

Subject Code: 4AH06ITM1 Branch: B.A. (English)

Semester: 6 Date: 03/11/2018 Time: 2:30 To 5:30 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.

### Q-1 Attempt the following questions:

(14)

- a) Who started radio broadcasting in 1896?
- **b)** In which cities, three radio clubs were established in 1923-24 in India?
- c) Define print media in your own words.
- **d)** Who is the real inventor of Television?
- e) When was Doordarshan started in India?
- **f)** What is full form of SITE?
- g) In which city, Film and Television Institute of India is situated?
- **h)** What is documentary film?
- i) Name any two popular soap opera of India.
- **j)** What is *cameo role*?
- **k)** The term 'blockbuster' means.....
  - a) A short literary portrait
  - b) A miniature carving on a gemstone
  - c) A film, book or other product that is a great commercial success
  - d) Usually success of a character in a book
- 1) Who is known as the father of Indian cinema?
  - a) Dadasaheb Falke b) Bimal Roy c) K.L.Saigal d) none of these
- m) Who is Vice-President of India?
  - a) Ramnath Kovind b) Sumitra Mahajan c) Narendra Modi d) Venkaih Naidu
- **n)** What is the full form of RTE?
  - a) Right to Export b) Right to Education c) Right to Employment d) none of these



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

Q-2	Discuss types of media and their importance in India.	(14)
Q-3	What is cinema? Discuss its impact on society.	(14)
Q-4	Write notes on the following: 1. History of Radio 2. Pulp fiction	(14)
Q-5	Discuss the impact of television on agriculture of India.	(14)
Q-6	Write notes on the following: 1. Digital images 2. Magazines	(14)
Q-7	Write brief answers of the following: 1. Zapper 2. Periodicals	(14)
Q-8	Discuss how radio played an important role in freedom movement of India.	(14)

