

C.U.SHAH UNIVERSITY

Summer Examination-2019

Subject Name : Introduction To Media

Subject Code : 4AH06ITM1

Branch: B.A. (English)

Semester : 6

Date : 04/05/2019

Time : 10:30 To 01:30

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 Attempt the following questions: (14)

- a) Television broadcasting was launched in _____
- b) Who was the Indian representative to the MacBride Commission?
- c) Frequency Modulation (FM) Radio was invented by.....
- d) Club FM radio station is promoted by
- e) Pulitzer prizes are given to journalists for their outstanding contribution to journalism in
- f) Give name the educational channel of Doordarshan
- g) Internet was first developed in
- h) What is SITE?
- i) Which is The highest film award in India?
- j) Who is described as the father of Indian film?
- k) What is the full form of AIR ?
- l) What is the full form of PIT?
- m) What does "Tele" means?
- n) How many types of media are there? Give names.

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

Q-2 Attempt all questions (14)
Discuss importance and Growth of Radio in India.

Q-3 Attempt all questions (14)
Discuss importance and Growth of Television in India.

Q-4 Attempt all questions (14)
Write a detail note on History of Television.

Q-5 Attempt all questions (14)
Discuss in detail connection between Television and the Social Media with examples.



- Q-6** **Attempt all questions** (14)
Discuss Key Differences Between Print Media and Electronic Media.
- Q-7** **Attempt all questions** (14)
Define the term “Soap Opera” with its history and examples of Indian Soap Opera.
- Q-8** **Attempt all questions** (14)
1 Explain the term “Pulp Fiction”.
2 Explain the term “Blockbuster”.

