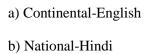
Enrollment No:Exam Seat	· No:				
C. U. SHAH UNIVERSITY					
Winter Examination-2021					
	Branch: B.A. (English) Fime: 02:30 To 05:30	Marks: 70			
 Use of Programmable calculator & any oth Instructions written on main answer book a Draw neat diagrams and figures (if necessa Assume suitable data if needed. 	re strictly to be obeyed.				
Q-1 Attempt the following questions:		(14)			
1. Media is considered as the of Democracy.					
a) 2 nd Pillar					
b) 3 rd Pillar					
c) 4 th Pillar					
2.Which of the following is/are platform/s of mass c	ommunication?				
a) Press					
b) Television					
c) Both A&B					
3. On 8 th November 2016 the Government of India at & Rs.1000 Notes on Television Channels.	nnounced to the legal state	eus of Rs.500			
a) Discontinueb) New Valuec) Devalue					
4. The Logo of appearing on the T.V screen	s has been significant in India.				
a) Satyameva Jayate					
b) Satyam Shivam Sundaram					
c) Bharat Bhumi					
5. The Indian Express, Hindustan Times are	_ newspapers of India.				



c) National-English

6.Which word is similar to announcement?



	a) Play			
	b) Advertisement			
	c) Debate			
7. A sto	ry, play etc shown in moving pictures at the cinema or T.V is known as			
	a) Film			
	b) Novel			
	c) Soap Opera			
8. Which of the following has brought the world close to us?				
	a) T.V			
	b)Type writer			
	c)News channels			
9.Whic	h of the following are the forms of media?			
	a) T.V			
	b)Radio			
	c)both			
10.An official statement issued to Newspaper giving information about a particular matter is				
	a) Press Release			
	b) Editorial			
	c) News Joinder			
11.Wh	11. When did India censor the media?			
	a) When there was Emergency in 1975-77			
	b)When bomb blasts took place			
	c)When Indira Gandhi was assassinated			
12.A g	roup of people on panel gathered to discuss a topic in front of audience is			
	a) Panel Discussion			
	b) Elocution			
	c) Speech			
13	_ is an Audio Programme which you can listen whenever you like on your Smartphones.			
	a) Telecast			
	b)Podcast			



- c) Broadcast
- 14. Which of the following does not consider as the pillar of Democracy?
 - a) Religion
 - b)Executive
 - c) Judiciary

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

Q-2 Attempt the following questions:

[14]

A. Answer the following question is one or two sentences

(9)

- 1. Define mass media. 2. What does 'P' stand for in LPG?3. What is the only weapon of Journalism?4.Define Headline5.What does NEWS stand for? 6. Write two English News channel in your region7. Define Journalism
- 8. What is 'N' stands for in UNO? 9. What is the full form of AIR?

B. Match the pair of column A with column B

(5)

No.	A	В
1	Role, Camera, Action	Radio
2	The issues that occur across the borders	Slogan
3	Banner, Cross, Flush, Decks etc.	Shooting
4	Guglielmo Marconi	External affairs
5	A short phrase that easy to remember	Headlines

Q.3.Attempt all questions

(14)

A. Write the statements True or False

(7)

- 1. Poorly written stories and ungrammatical sentences can cause failure of Newspaper.
- 2. The dateline on news story indicates the place where the story was written.
- 3. The principles and the standards of Journalism are called Ethics.
- 4.Big newspapers of the country contain more advertisements than news and views.
- 5. The award that every journalist dream of receiving is Pulitzer Award.
- 6. Media means just social media
- 7. Pen is mightier than the sword
- B. Distinguish between Report writing and News writing

(7)



Q.4. Attempt all questions	
A. How Press release is different than News Joinder?(7)	
B. What is media's role in spreading nationalism?	(7)
Q.5. Discuss the role of Media in society	(14)
Q.6 Attempt all questions	(14)
1. Write a note on -Importance of reading	(7)
2. Explain the origin and development of Electronic Media	(7)
Q.7. Define News Report. Explain types and features of News Report	(14)
Q.8. Write a script for Television on your recent visit to Covid-19 cent	ter (14)

