

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Evolution of Media
Programme: BBA Media Management
Time: 03 hrs.Max. Marks: 100
Instructions:

Semester: III
CC HUMN2005

SECTION A

S. No.		Marks	CO
Q 1	<p>Multiple choice questions.Each question carries 1 mark</p> <ol style="list-style-type: none">1- The Vernacular Press Act was formulated in (a) 1942 (b) 1856 (c) 1878 (d) None of these2- The first Hindi weekly of India was (a) Kavi Vachan Sudha (b) Bombay Samachar (c) Udant Martand (d) None of these3- Radio broadcasting in India started by (a) AIR (b) Calcutta Radio Club (c) Radio Club of Bombay (d) None of these4- Golden period of Radio was between (a)1980 & 2000 (b) 2001 & 2010 (c) 1930 & 1940 (d) None of these5- Who is considered to be the inventor of wireless telegraphy (a) William Bolts (b) James Silk Buckingham (c) Marconi (d) None of These6- The world's first real TV picture was produced by (a) James Augustus Hickey (b) John Logie Baird (c) Nikola Tesla (d) None of these7- In India television started with the experimental telecast in (a) Delhi (b) Mumbai (c) Kolkata (d) None of these8- The highest circulated newspaper of the world is (a) Dainik Jagran (b) The Guardian (c) Yomiuri Shimbun (d) None of these9- Asahi Shimbun is one of the oldest newspapers of (a) Australia (b) Japan (c) China (d) None of these10- Al Arabia News Channel is based in (a) Dubai (b) Lahore (c) Islamabad (d) None of these	1x10= 10	CO1,2
SECTION B			
Q 2	True or False. Each question carries 1 marks	10	CO1,2

	<p>1- Puppet show was in practice as communication system in India.</p> <p>2- The first newspaper of India was 'Harijan'.</p> <p>3- Registrar of Newspaper for India (RNI) is a private body for the registration of newspapers and magazines.</p> <p>4- Vernacular Press Act was proposed by Lord Lytton.</p> <p>5- Akashwani comes under the Department of Communications.</p> <p>6- Doordarshan is run by Prasar Bharti.</p> <p>7- USA Today is the 3rd most popular newspaper with worldwide distribution.</p> <p>8- Zeo News is prominent United Arab Emirates based news channel.</p> <p>9- Zaman is very popular newspaper of Pakistan.</p> <p>10- BBC News Channel is transmitted by a notable media management company of the United Kingdom.</p>		
<p>Q 3</p>	<p>Write in correct order. Each correct answer carries 1 marks</p> <p>(1) Colour TV in India - Buniyad</p> <p>(2) Doordarshan - Prannoy Roy</p> <p>(3) Radio - During Asian Games in 1982</p> <p>(4) The People - F. Shah Mehta</p> <p>(5) The Bombay Chronicle - Lala Lajpat Rai</p> <p>(6) National Herald - GK Gokhale</p> <p>(7) Nation - JL Nehru</p> <p>(8) Dawn - France</p> <p>(9) NDTV India - Vividh Bharti</p> <p>(10) EuroNews - Mohd Ali Jinnah</p>	<p>10</p>	<p>CO1,2</p>

SECTION-C

Q 4	Write short notes on any five of the following. Each question carries 15 marks (1) Press and society. (2) Indian Press and National Movements. (3) History of print media. (4) Radio and social development. (5) Ethical aspects of media. (6) Mass Communication & Global issues.	40	CO2,3
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SECTION-D

Q 5	Describe any two of the following. Each question carries 15 marks (1) Influence of media on society. (2) Development of TV and Radio in India. (3) Electronic media has given a revolutionary change in the society .	30	CO1,2
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