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SARDAR PATEL UNIVERSITY FINAL EXAMINATION DEC-2022

B.A.(Advanced) English Medium, (New Course)

1st Semester – Under CBCS (NC)

Title of Paper: Development of Media - I, Code: UA01CEJM21

Date of Exam: 13/12/2022, Time 10 am to 1 pm.



Q1. Answer all the objective questions. Each right answer carries 1 mark. (15 Marks)

1. The Newspaper "Bengal Gazette" was started by James Augustus Hicky. a. True b. False
2. Gagging Act 1857 was formulated by Lord Canning after Sepoy Mutiny. a. True b. False
3. Communication forms like Drum beats, whistles, bush fires for smoke signals are considered to be _____ form of Communication.
a. Verbal b. Non-Verbal c. Intra-Personal d. Inter-Personal
4. The art of printing first entered India through Goa from Portugal on 30th April _____.
a. 1556 b. 1656 c. 1756 d. 1856
5. Johannes Gutenberg, a Chinese official is attributed with the invention of paper in AD 105.
a. True b. False
6. It is believed that Johannes Gutenberg of Germany had developed printing technology around 1439, in Mainz, Germany. a. True b. False
7. Printing technology is considered to be revolutionary because _____.
a. It enhanced the desire for knowledge and information
b. It boosted the other sectors like banking, academics and literature
c. New and young writers of various genres have evolved.
d. All the above
8. The Newspaper "SambadKaumudi" was started by _____.
a. Mahatma Gandhi b. Rajaram Mohan Roy c. Nehru d. Balgangadhar Tilak
9. The Newspaper "Kesari" belonged to _____.
a. Mahatma Gandhi b. Rajaram Mohan Roy c. Nehru d. Balgangadhar Tilak
10. Mahatma Gandhi believed in absolute freedom in PRESS and was against censorship.
a. True b. True.
11. The first private radio broadcast in India was initiated by _____ in 1923.
a. Madras Presidency Club b. Bombay Presidency Club
c. Culcutta Presidency Club d. Delhi Presidency Club
12. The core objective of All India Radio is _____.
a. To inform, to educate and to educate b. to inform c. to educate d. to entertain
13. FM in FM Radio stands for _____.
a. Frequency Modulator b. Frequent Moderator c. Final Moderator d. None

[1]

(P.T.O.)

14. _____ radio channel was formulated to withstand the competition from Radio Ceylon in 1957.
a. Vividh Bharati b. Krishi Darshan c. Radio Gold d. Rainbow Radio
15. With a network of 262 radio stations, AIR today is accessible to almost the entire population of the country and nearly 92% of the total area. a. True b. False

Descriptive Questions:

Q2. Discuss in detail the status of FM Radio in India in terms of business and the content challenges being faced in the mid of high competition. (15 Marks)

(OR)

Q2. Elaboratively discuss the history of All India Radio (15 Marks)

Q3. What primary changes you have observed in the earlier forms and the current forms of communication in India. Also discuss the merits and demerits of technological advancements in communication. (15 marks)

(OR)

Q3. Explain the role of Print Media in Indian Freedom Movement with relevant examples. (15 Marks)

Q4. Answer any two questions from the following: (7.5 X 2= 15 Marks)

- a. Discuss about James Augustus Hicky's approach towards journalism.
- b. What kind of changes does the Print media brought in the society.
- c. Discuss about the programming format of any FM radio of Gujarat.
- d. Discuss about any National level newspaper of your choice.

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