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SARDAR PATEL UNIVERSITY  
FY – BA (ADVANCED) JOURNALISM AND MASS COMMUNICATION  
SEMESTER-II

PAPER CODE : UA02EEJM01  
PAPER TITLE : DEVELOPMENT OF MEDIA-II  
TIME : 10.30 A.M. TO 12:30 P.M.  
DATE : 05/04/2016  
DAY : TUESDAY  
MARKS : 60

Q1: Given below are 15 multiple choice questions. Each carries one mark. All are compulsory

1) Alam Ara, the first talkie of Indian Cinema released on?			
a) 14 March, 1931	b) 15 August, 1931	c) 01 January, 1931	d) 16 September, 1931
2) Given below are two statements in context of Indian Cinema. Assertion (A) and Reason (R). Study and answer Assertion (A): 'Masala films' was an informal term given for films having a mix of action, romance, comedy, etc. in 70s and 80s Reason (R): Filmmaker Manmohan Desai and screenwriter duo Salim-Javed in 70s and 80s indulged in films having a mix of action, romance, comedy, etc.			
a) Both A and R are true and R is the correct explanation of A	b) Both A and R are true but R is not the correct explanation of A	c) A is true but R is false	d) A is false but R is true
3) Which of the following does not hold true in context of SITE?			
a) The telecasts happened thrice a day-morning, noon, evening	b) Main objective was to educate poor people of India in rural extremes	c) It covered 20 districts	d) It was designed jointly by NASA and ISRO
4) First cyber-crime police station was started as a result of?			
a) Hacking of gotonextjob.com	b) Hacking of go2nextjob.com	c) Hacking of BARC site	d) Hacking of ICICI portal
5) Given below are two statements. Study and answer (i) New media doesn't include TV programs, feature films, books, magazines, or paper based publications unless they contain technologies that enable digital interactivity (ii) There are platforms online combining internet accessible digital text, images and video with web links, creative participation of contributors and so on			
a) Both (i) and (ii) are true	b) Both (i) and (ii) are false	c) Only (i) is true	d) Only (ii) is true
6) Find the odd one out- Khayal, Natak, Tamasha, Nautanki			
a) Khayal	b) Natak	c) Tamasha	d) Nautanki
7) What was the original name of Saave Dada, maker of 'The Wrestlers'- arguably the first Indian motion picture?			
a) R S Bhatavdekar	b) M S Bhatavdekar	c) L S Bhatavdekar	d) H S Bhatavdekar
8) The year 1976 holds significance in the process of evolution of TV for?			
a) A Hindi film was telecast for the first time	b) First TV commercial was aired	c) First news bulletin was aired	d) Hum Log began its telecast

<b>9) Given below are two statements in context of TV in India. Assertion (A) and Reason (R). Study and answer</b> <b>Assertion (A): USA and the Philips Company created a studio in AIR premises in Delhi to start TV services in India after the plea was passed in UNESCO conference</b> <b>Reason (R): The experiment was aided by UNESCO</b>			
a] Both A and R are true and R is the correct explanation of A	b] Both A and R are true but R is not the correct explanation of A	c] A is true but R is false	d] A is false but R is true
<b>10) Air Deccan started the facility of making the air tickets' booking available on the wire in 2004</b>			
a] True		b] False	
<b>11) Who directed Mughal-e-Azam?</b>			
a] Prithviraj Kapoor	b] Mehboob Khan	c] K. Asif	d] Muzaffar Ali
<b>12) Street Theatre is also called?</b>			
a] An expensive medium	b] A rigid medium	c] A mobile theatre medium	d] Irrelevant Medium
<b>13) Which of the following cult films has been nominated for the Academy Award for Best Foreign Language Film?</b>			
a] Sant Tukaram	b] Mughal-e-Azam	c] Mother India	d] Shatranj Ke Khiladi
<b>14) Which of the following triplets related to DD1 is a misfit?</b>			
a] Ramayana, Arun Govil, Arvind Trivedi	b] The Jungle Book, Vishal Bhardwaj, Gulzar	c] Ye Jo Hai Zindgi, Swaroop Sampat, Paresh Rawal	d] Mahabharata, Gajendra Chauhan, Mukesh Khanna
<b>15) Given below are two statements. Study and answer</b> <b>(i) Lipal, Tatto, Pithora are types of traditional motifs and symbols</b> <b>(ii) Paintings of Gondwana region are done by Gondana and Pardhan tribes</b>			
a] Both (i) and (ii) are true	b] Both (i) and (ii) are false	c] Only (i) is true	d] Only (ii) is true

Q2: What is traditional media? Explain any three types of traditional media in detail 15  
OR

Q2: (I) Comment on the difference between stage theatre and street theatre 10  
(II) Define any five: 05  
1) Glove puppets 2) Ghazal 3) Lipai 4) Qawwali 5) Rod puppets 6) Drama

Q3: (I) Comment on the role of new media in presenting news and current affairs 15  
OR

Q3: (II) Write a note on problems and issues in Indian Cinema 15

Q4: Write short notes on any three of the following 15  
1) Masala Films 3) Story boarding  
2) Ramayana by Ramanand Sagar 4) TV (High Access, High Credibility)

X=X=X  
(2)