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SEAT No. \_\_\_\_\_

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## SARDAR PATEL UNIVERSITY

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

PAPER CODE : UA02EEJM01

DATE : 06/04/2018

PAPER TITLE : DEVELOPMENT OF MEDIA-II

DAY : FRIDAY

TIME : 10.00 A.M. TO 12:00 P.M.

MARKS : 60

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

1) On which date were TV services launched in India by Indira Gandhi?			
a] 15 September, 1959	b] 14 September, 1959	c] 16 September, 1959	d] NOTA
2) Given below are two statements in context of TV in India. Assertion (A) and Reason (R). Study and answer Assertion (A): Prasar Bharti was an autonomous body established in 1997 Reason (R): There was a need to establish a public service broadcaster of the country which would achieve its objectives through AIR and DD			
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] Main objective was to educate poor people of India in rural extremes	b] The telecasts happened thrice a day-morning, noon, evening	c] It covered 20 districts	d] It was designed jointly by NASA and ISRO
4) Which of the following films is not considered to be inspired by Italian Neo realism?			
a] Naagarik	b] Neecha Nagar	c] Do Aankhein Barah Haath	d] Do Bigha Zameen
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 false	b] Both (i) and (ii) are true	c] Only (i) is true	d] Only (ii) is true
6) Match the following years in evolution of TV with the historical events			
i) 1975	P) First TV ad was aired		
ii) 1982	Q) Buniyaad started		
iii) 1976	R) SITE began		
iv) 1986	S) TV goes from b/w to colour		
a] i) P) ii) Q) iii) R) iv) S)	b] i) R) ii) S) iii) Q) iv) P)	c] i) R) ii) S) iii) P) iv) Q)	d] i) R) ii) Q) iii) P) iv) S)
7) Jaydeep Sahni, Juhi Chaturvedi, Anjum Rajabali, Gulzar- are names related to?			
a] Scripting for films	b] Song Lyrics writing	c] Folk Music	d] Stage theatre
8) In which of the following TV series did Shah Rukh Khan NOT play a role?			
a] Banegi Apni Baat	b] Circus	c] Wagle Ki Duniya	d] Dil Dariya
9) Which of the following is not a part of Apu Trilogy by Satyajit Ray?			
a] Pather Panchali	b] Apuro Jagat	c] Apur Sansar	d] Aparajit
10) Find the odd one out- Guru Dutt, Ritwik Ghatak, Salil Chowdhary, Mehboob Khan			
a] Guru Dutt	b] Ritwik Ghatak	c] Salil Chowdhary	d] Mehboob Khan
11) Who directed 'Mahabharat' on DD1 that aired in late 1980s?			

a] Yash Chopra	b] B R Chopra	c] Aditya Chopra	d] Ravi Chopra
12) Street Theatre is also called?			
a] A mobile theatre medium	b] A rigid medium	c] An expensive medium	d] Irrelevant Medium
13) Match the following notable films with their directors			
i) Do Aankhein Barah Haath	P) AbrarAlvi		
ii) Devdas	Q) V Shantaram		
iii) Guide	R) Bimal Roy		
iv) Saahib Biwi Aur Ghulam	S) Vijay Anand		
a] i) Q)	b] i) S)	c] i) P)	d] i) Q)
ii) P)	ii) R)	ii) Q)	ii) R)
iii) R)	iii) P)	iii) R)	iii) P)
iv) S)	iv) Q)	iv) S)	iv) S)
14) Find the odd one out in context of media- Anjana Kashyap, Amin Sayani, Sumit Awasthi, Vinod Dua			
a] Anjana Kashyap	b] Amin Sayani	c] Sumit Awasthi	d] Vinod Dua
15) Match the following			
i) glove puppet	P) Figure made of leather		
ii) rod puppet	Q) Paava Koothu		
iii) string puppet	R) PutulNaach		
iv) shadow puppet	S) Kathputli		
a] i) S)	b] i) P)	c] i) P)	d] i) Q)
ii) Q)	ii) Q)	ii) Q)	ii) R)
iii) R)	iii) R)	iii) S)	iii) S)
iv) P)	iv) S)	iv) R)	iv) P)

Q2: You are supposed to host a panel discussion for a TV show. The subject for the discussion is ' <u>Suicides in Tenth and Twelfth Class Students</u> '. Apart from the host, there will be four participants from different fields A] State the fields that the participants should be representing and write in brief what you are seeking from each of them during the discussion B] Write the opening/introductory piece-to-camera for this show. This should be of approximately 2 minutes duration. (Introducing the participants is not a part of this)	15
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OR

Q2: (I) In the age of social media and with a view to generate employment for artisans/professionals, suggest adequate methods to revive folk media and its forms. Give ways on how will you promote the thought among residents of rural and urban India	15
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Q3: (I) Giving necessary and adequate examples, comment on the role and importance of songs in the film's narrative. With respect to Indian Cinema, comment on the changing scenario of songs in cinema	15
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OR

Q3: (II) Do you think there are too many hate campaigns on the web, or have we become too intolerant of freedom of speech of expression on the net? Critically analyse with suitable examples	15
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Q4: With suitable examples, comment/give your opinions on <u>any three</u> of the following 1) Aajtak inviting spokespersons of political parties as anchors for its prime time show 'HallaBol' 2) Indian media (newspapers, channels, web) are biased against Rahul Gandhi 3) Online programming will replace television 4) Indian Cinema is far behind Hollywood in all aspects	15
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