

**FACULTY OF ARTS**

**B. A. I – Year II – Semester (CBCS) Examination, May/June 2018**

**Subject: Journalism**

**Paper: II Mass Media in India**

**Time: 3 Hours**

**Max. Marks: 80**

**Note: Answer FIVE questions from Part – A and all questions from Part – B.**

**PART – A (5X4=20 Marks)**  
**(Short Answer type)**

1. Language Press
2. Alam Ara
3. Prasar Bharati
4. Cable Television
5. FM Radio
6. Regional TV Channels
7. Blogs
8. Digital Divide

**PART – B (5x12=60 Marks)**  
**(Essay Answer type)**

9. a) Write on the early press in India.  
OR  
b) What are the recent developments in print media?
10. a) Ardeshir Irani's Alam Ara revolutionized Indian Cinema. How do you think sound added value to the films made after Alam Ara?  
OR  
b) Fiction or realistic cinema, how do you see Bimal Roy's art of film making?
11. a) How did AIR evolve as a formidable player? Write on the evolution of AIR.  
OR  
b) Can community radio be used for development? Discuss.
12. a) Write on the growth of satellite television in India.  
OR  
b) "With the advent of DTH television, cable networks have taken a beating" Discuss.
13. a) "Social media's reach is much better than the conventional Radio, TV and Print publications" Elaborate your answer with examples  
OR  
b) How do you see the growth of online newspapers in India?

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