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SARDAR PATEL UNIVERSITY
 B.A. (ADVANCED), FIRST SEMESTER (CBCS) (NC)
 (ENGLISH MEDIUM)

UA01EEJM01: DEVELOPMENT OF MEDIA-I
 DAY AND DATE: MONDAY, APRIL 11, 2016
 TIME: 1030AM-1230PM

TOTAL MARKS: 60

Q: 1 Multiple Choice Questions (Attempt all)

15

1. "Navbharat Times" published in
a. Hindi b English.c. Marathi d Gurumukhi
2. Tamil is considered as the "Italian of the east"
a. True b. False
3. "Advertorials" can be considered as Paid News
a True b. False
4. India has more than 1600 dialects.
a. True b. False
5. Press Trust of India (PTI) set up in 1959
a. True b. False
6. Gujarati Punch formerly known as Sandesh
a. True b. False
7. CK Prasad is the Chairperson of Prasar Bharti
a. True b. False
8. Indian Penal Code (IPC) was adopted in the time of Lord Wellesley
a. True b. False
9. "Radio Mirchi" is the Radio associated with
a. Prasar Bharti b. Times Group c. Bhaskar Group d. Mid-day
10. Name the two leading political personalities who were briefly associated with "Bombay Chronicle"
a. Gandhi-Jinnah b. Sardar-Tilak c. Saroji-Abdul Gafar d. Gokhle-Liyakat Ali
11. The Radio club of Bombay broadcast its first program me in,
a. July 1923 b. June 1923 c. July 1934 d. June 1924
12. Indian Official Secrets Act enacted in the year,
a. 1889 b. 1979 c. 1860 d. 1885
13. Who was the first Controller of Broadcasting in India?
a. BV Keskar b. Lord Linlithglow c. Lionel Fielden d. Narendra Sharma
14. In Radio, AM stands for
a. Frequency Modulation c. Frequent Modulation
b. Amplitude Modulation d. Amplified Modulation
15. Mumbai Samachar was started in the year,
a. 1982 b. 1822 c. 1823 d. 1922

Q2 Explain growth of English dailies in India before Independence (15)
OR

Q2 Describe development of FM Radio in India (15)

Q3 Language scenario in India (15)
OR

Q3 Discuss role of Radio in Development sector in India (15)

Q4 Short notes (Any two) (15)

- (a) Raja Rammohan Roy: The Journalist
- (b) Commercial Service of AIR
- (c) Gujarati Journalism

X=X=X

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