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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, MAY 2019

Second Semester

B.A.—Mass Communication and Journalism

MC2CMT10—Complementary Course 1—HISTORY AND GROWTH OF MEDIA
IN INDIA

(2017 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Section A

*Answer any **ten** questions in two **or** three sentences.
Each question carries 2 marks.*

1. Jingle.
2. FM Radio Broadcasting.
3. Vivid Bharathi.
4. Commercial Spots.
5. Ad Lib.
6. Camera resolution.
7. Reflector.
8. ABC.
9. Eastman Kodak.
10. James Augustus Hicky.
11. HDTV.
12. Ardeshir Irani.

(10 × 2 = 20)

Section B

*Answer any **six** of the following questions.
Each question carries 5 marks.*

13. Invention of printing marked a major breakthrough in communication. Elucidate.
14. What do you know about the pre-independent days of radio in India ?

Turn over





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15. List the contributions of James Silk Buckingham to Indian Journalism.
16. Write a note on the status of press in India during emergency.
17. Explain the contributions of Serampore Missionaries to Indian Journalism.
18. Write a note on Prasar Bharathi.
19. Discuss the landmark inventions and experiments that facilitated the development of photography.
20. Discuss the global growth of cinema from the silent era to talkies.
21. Discuss the scope and limitations of radio in the present day in facilitating rural development in India.

(6 × 5 = 30)

Section C

*Answer any **two** of the following questions.*

Each question carries 15 marks.

22. Emergence of technologies and growth of mass media are intertwined. Elucidate.
23. Discuss the impact of the advent of private television channels on Doordarshan.
24. Make a critical analysis of Radio in India from the days of independence to the present.
25. Make an evaluation of the major trends in Indian print media in the post independence era.

(2 × 15 = 30)

