

(Please write your Exam Roll No.)

Exam Roll No. 04721402412

END TERM EXAMINATION

SECOND SEMESTER [BJMC] MAY- JUNE 2013

Paper Code: BJMC-102

Subject: History of print & Broadcasting
Media in India

Time : 3 Hours

Maximum Marks:75

Note: Attempt any five questions including Q.1. Which is compulsory. All questions carry equal marks.

Q.1 Write short notes on **any five** of the following:

(a) Prominent newspapers of pre-independence era and their editors.

OR

✓ Popular News Magazines and periodicals in Hindi & English of present times.

(b) 'Samachar; the News Agency-reasons for its formation and dismantling.

OR

✓ Press Information Bureau and the Directorate of Audio Visual Publicity.

(c) Role of Public Relations and Information Directorates of various state Governments (give only 3 examples).

OR

Reuter and AP, as International News Agencies.

(d) News Services Division of Akashwani .

OR

External Services Division of All India Radio.

(e) Now under Prasar Bharati, Akashwani as public service Broadcaster.

OR

Two decades of proliferation of Direct to Home Services of Television Channels .

Q.2 ✓ In pre-independence era, Indian Language Press of Bengal, Maharashtra, Central India and Urdu Languages played a unifying role towards the freedom struggle. Do you agree?

OR

Soon after August, 1947, Indian Press began a refreshing and constructive role in unifying the partitioned India. Support with examples of Indian Press till 1975

Q.3 Feature Services of INFA and PTI, Largely contributed to the News papers by giving informative, developmental information for the readers. Comment.

OR

✓ International News & Photo Agencies like Reuters, AP, AFP, UPI etc. made the Newspaper publication a visual exhibition of world events. Do you agree and why?

Q.4 Radio Broadcasting in India ran almost parallel to the Radio elsewhere in America or Europe. Trace briefly the growth of Radio in India till 1950. With the motto 'BAHUJAN HITAY-BAHUJAN SUKHAY.'

OR

Green Revolution and the role of Akashwani in informing Indian Farmers to achieve food-independence through Farm Education.

Q.5 Code of conduct for Indian Broadcasters as laid down by the AIR is an exercise for maintaining National and International amity or a controlled freedom to the right of speech and expression.

Report or justify giving the important points of Broadcasting code.

OR

In India, Television broadcasting began in 1959 but it took almost ten years to step out of Delhi. Give reasons for this long wait for its expansion.

Q.6 Satellite Instructional television Experiment was a leap for the world to realize the power of television as a tool for education. Through mass media. State the impact of SITE in India and abroad.

OR

Has Doordarshan lost its glamour after the private channels entered with entertainment programmes? Give your assessment.

Q.7 Present Chairman of Press Council of India, Justice Katjoo has some reservations about broadcasting Channels. What are his observations?

OR

TRP is misleading indicator of Television Programme viewing. Comment.
