

END TERM EXAMINATION

SECOND SEMESTER [BJMC] MAY-JUNE 2015

Paper Code: BJMC-102

Subject: History of Print and Broadcasting in India

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is Compulsory. Internal choice is indicated.

- Q1 Write short notes on **any five** of the following:- (3x5=15)
- (a) PTI
 - (b) UNI-Bhasa
 - (c) Growth of National Press
 - (d) ABC
 - (e) Chanda Committee
 - (f) Community Radio
 - (g) SITE
 - (h) DTH services
 - (i) AIR code
- Q2 Write a detail note on "Raja Ram Mohan Roy's contribution to the growth and development of language journalism in India. (15)
- OR**
- Discuss the growth and significance of the print media in India during and after freedom movement. (15)
- Q3 International News Agencies like Reuters, AP, AFP, UPI etc made the newspaper publication a visual exhibition of world events. Elaborate. (15)
- OR**
- Explain the working and functions **any two** of the following media organization: (2x7.5=15)
- (a) Press council of INDIA
 - (b) DAVP
 - (c) IFWJ
- Q4 Discuss in detail the composition and functions of Prasar Bharati. (15)
- OR**
- Critically analyze the Commercial Broadcasting Code and Guidelines of Election Broadcast. (15)
- Q5 Discuss in detail the importance of the year 1982 in the history of Indian television. (15)
- OR**
- What roles, if any, have Television played in the creation, dissemination, and consumption of mass culture? Defend your answer with examples. (15)
- Q6 Elucidate the organizational structure, functions and different divisions of Doordarsan. (15)
- OR**
- Explain in a chronological order the origin and development of television in India. (15)
- Q7 Explain the role of newspapers in India's freedom struggle. (15)
- OR**
- Elaborate on the growth of language press pre and post independence. (15)
