

FYBMM/SEM I/REGULAR/History of Media



6

Time: 2½ hrs.

Marks:75

Note:

1. All questions are compulsory with internal options.
2. Figures to the right indicate full marks.
3. Draw neat diagram wherever necessary.

- Q.1 Explain the following concepts. (Any five) (15)**
- (a) Short film
 - (b) Prasar Bharti
 - (c) Masala Movie
 - (d) Cinema Verite
 - (e) Media Censorship
 - (f) Broadcasting
 - (g) Privatization
 - (h) Art Cinema
- Q.2 Answer the following questions. (15)**
- (a) State the Press Acts of India.
 - (b) Explain different types of documentaries with suitable examples.
- OR**
- Q.2 Answer the following questions. (15)**
- (c) Mention some popular and phenomenal Indian ad campaign.
 - (d) Critically evaluate and review any one Bollywood movie of the season.
- Q.3 Answer the following questions. (15)**
- (a) Write a brief note on Independence and rise of newspapers in India.
 - (b) State the difference between English newspapers and Language newspapers.
- OR**
- Q.3 Answer the following questions. (15)**
- (c) Discuss the steps to be followed while making a success documentary film
 - (d) State the role of YouTube and WhatsApp in growing business and film making.
- Q.4 Answer the following questions. (15)**
- (a) Discuss the history of radio in India.
 - (b) State the evolution, origin and early phases of Indian Advertising.
- OR**
- Q.4 Answer the following questions. (15)**
- (c) Discuss the history of television in India.
 - (d) Explain the role of Bal Gangadhar Tilak in Indian Journalism.
- Q.5 Write a short note. (Any Three) (15)**
- (a) Raj Kapoor
 - (b) Bengal Gazette
 - (c) D. G. Tendulkar
 - (d) Indian commercial cinema
 - (e) Steven spielberg

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