



M.A. II Semester Degree Examination, Sept./Oct. - 2024

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

News and Media Anchoring

(NEP)

Time : 1 Hour

Maximum Marks : 30

Note : Answer *all* of the following questions, each question carries *equal* marks.

- The first English Newspaper in India was started by :
(A) James Augustus Hicky (B) John Marshall
(C) Allen Hume (D) None of the above
- '_____', a serial telecast by Doordarshan, was based on 'Discovery of India', a book by Pandit Jawaharlal Nehru.
(A) Raja Shivchhatrapati (B) Ramayana
(C) Bharat Ek Khoj (D) Mahabharata
- In India, colour television was introduced on _____.
(A) 15th August 1982 (B) 1st May 1972
(C) 23rd July 1927 (D) 22nd April 1994
- _____ a private radio company was the first one to broadcast daily programmes.
(A) Indian Radio Shack (B) Indian Broadcasting Company
(C) Doordarshan (D) Radio Mirchi
- _____ started the newspapers Kesari and Maratha.
(A) Gopal Ganesh Agarkar and Bal Gangadhar Tilak
(B) Mahatma Jyoti Rao Phule and Krishna Rao
(C) Dr. Rajendra Prasad
(D) Pandit Jawaharlal Nehru
- _____ became the first mass medium of circulating information and knowledge among people.
(A) Magazines (B) Newspapers (C) Radio (D) Television
- Television is an _____ medium.
(A) Visual (B) Audio
(C) Audio-visual (D) None of the above



8. Which country proposed the 'Social Media (Basic Expectations and Defamation) Bill 2021' ?
(A) USA (B) Australia (C) China (D) India
9. Recently, Ministry of Information and Broadcasting has launched its account in which social media platform to counter fake news ?
(A) WhatsApp (B) Telegram (C) Instagram (D) Twitter
10. The Press Council of India is a :
(A) Non-Judicial body (B) Non-statutory body
(C) Quasi-judicial body (D) Private body
11. Who among the following considered communication as a sharing process ?
(A) Dhama and Bhatnagar (B) Wilbur schramm
(C) Joseph a devito (D) Ban and Hawkins
12. The chronological evolution of mass media is :
(A) Radio, film, newspaper, television
(B) Newspaper, film, radio, television
(C) Newspaper, radio, film, television
(D) Film, newspaper, radio, television
13. Videoblog is :
(A) Video communication (B) Web television
(C) Video documentary (D) Video magazine
14. Tim Berners Lee :
(A) World Wide Web (B) Arpanet
(C) Hypertext editing system (D) Personal computer
15. Interactive Media is known as :
(A) Media responds to users actions
(B) Linear media
(C) Print media
(D) None of the above
16. Video streaming service is :
(A) Delivering live on the internet
(B) Video on demand
(C) Video editing
(D) Video compression



17. Which one of the following is a web design tool ?
(A) Page maker (B) MS power point
(C) Dream weaver (D) MS word
18. What is Internet Explorer ?
(A) An Icon (B) A file Manager
(C) A browser (D) The Internet
19. Pixels is :
(A) Digital image (B) Analogue
(C) Vector (D) None of the above
20. What is soft news ?
(A) News that's based on opinions, not facts
(B) News that's entertaining or interesting
(C) News that's circulated on the Internet, not on paper
(D) Advice columns
21. E-Journalism is called :
(A) Traditional Journalism (B) Reporting Electronic news
(C) Reporting through Internet (D) None of the above
22. Creating a storyboard of a video programme is usually at :
(A) Production stage (B) After the shoot
(C) Pre production stage (D) Scripting stage
23. Web portals are :
(A) Search engine, email, links to other related sites, personalized content
(B) Static Web pages
(C) A company web site
(D) None of the above
24. The first printed work using movable types by Gutenberg took place in :
(A) England (B) Germany (C) Italy (D) Portugal
25. Which of the following is not an example of print media ?
(A) Brochures (B) Posters (C) Web sites (D) Handbills



26. Who is described as the Father of Indian film ?
(A) K. Aabbas (B) D. Phalke (C) R. gtorney (D) Satyajit Ray
27. Name of the first Indian film :
(A) Pather panjali (B) Life of Christ
(C) Raja Harischandra (D) Chiranjeevi
28. The headquarters of the Central Board of Film Certification is at :
(A) New Delhi (B) Chennai (C) Mumbai (D) Hyderabad
29. When was radio renamed as All India Radio ?
(A) 1935 (B) 1936 (C) 1937 (D) 1938
30. What is SITE ?
(A) Television experiment (B) Indian satellite
(C) Radio experiment (D) Entertainment experiment

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