

FYBAMMC
SEM: I
HISTORY OF MEDIA

TIME: 2 ½ HOURS

MARKS: 75

Note: 1) All questions are compulsory.
2) Figures to right indicate marks.

- Q.1 Elaborate the journey of Documentaries & Short films in India to its present status. (15)
- Q.2 Answer any two :
- A) Discuss any three phenomenal Indian advertising campaigns. (7.5)
 - B) Write the history of television in India. (7.5)
 - C) Radio as a mass media. (7.5)
 - D) Satellite Television
- Q.3 Answer any two :
- A) State the origin of Hindi cinema and its contribution to media. (7.5)
 - B) Timeline the key events during the Emergency. (7.5)
 - C) Write the contribution of Bengali Press. (7.5)
 - D) Write the contribution of Marathi Press. (7.5)
- Q.4 What are the different laws imposed to curb the freedom of Press in India time and again? (15)
- Or
- Describe the evolution of Press in India. (15)
- Q.5 Write short notes on (any three): (15)
- i) BalGangadharTilak
 - ii) K. P. KesavaMenon
 - iii) Central Drama Unit
 - iv) Akashwani
 - v) CAS
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