

FYBAMMC sem I Reg & A.T.K.T. Exam Nov-2022

Malini Kishor Sanghvi College of Commerce and Economics  
History of Media

12/11/22

Class: FYBAMMC Sem I Duration: 2hrs.30mins.

(75 Marks)

Note: All questions are compulsory with internal choice

Q1) Explain the following (Any 5)

(15 marks)

- A) Vernacular press Act
- B) Marathi Press
- C) Advertising in India
- D) Charlie Chaplin
- E) Origin of short films
- F) Contributions of Dadasaheb Phalke
- G) KP Keshava Menon



Q2 A) Explain about the impact of emergency period on Indian Press.

(8 marks)

B) What is the Contrast between English and Language Newspapers?

(7 marks)

OR

Q2 C) Explain the role of Media in India's struggle for freedom.

(15 marks)

Q3 A) Write a brief note on History of documentary.

(8 marks)

B) Explain the role of documentary in conveying social cause.

(7 marks)

OR

C) Explain in details about television as mass media

(15 marks)

Q4 A) Write a brief note on Raja Rammohan Roy's contribution to Indian language journalism.

(8 marks)

B) What was Maulana Abdul Kalam Azad's contribution?

(7 marks)

OR

Q4 C) What was Mahatma Gandhi's outlook towards journalism?

(8 marks)

D) Write a brief note on Mooknayak and Bhahiskrut Bharat.

(7 marks)

Q5) Write short notes on: (Any Three)

(15 marks)

- A) Photography to moving films
- B) Golden age of Hindi Cinema
- C) Features of India Press
- D) Rise of Hindi Press
- E) Radio broadcasting