

4.10.19

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 Discuss the role of media in India's freedom struggle. (15)
- Q.2 Answer any two :
A) Write the origin of Short films. (7.5)
B) State the origin of Hindi cinema. (7.5)
C) Write the origin of Documentaries. (7.5)
D) Elaborate the role of YouTube and WhatsApp for Moviemakers. (7.5)
- Q.3 Answer any two :
A) Vernacular Press Act. (7.5)
B) Contribution of Maulana Abdul Kalam Azad (7.5)
C) Discuss any two phenomenal Indian advertising campaigns. (7.5)
D) What were the techniques applied during emergency to control media? (7.5)
- Q.4 Write the history of Radio & Television in India. (15)
Or
Describe the evolution of the National language press. (15)
- Q.5 Write short notes on (any three): (15)
i) Social Media Cell
ii) K. P. Kesava Menon
iii) Bal Gangadhar Tilak
iv) K. C. Mammen Mappillai
v) Contribution of Dada Sahab Phalke
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