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Total No. of Printed Pages: 1

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B.A (Journalism & Mass Communication) (Semester – 1st)

GROWTH AND DEVELOPMENT OF MEDIA

Subject Code: BJMCS1102

Paper ID: 21420102

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

Q1. Attempt the following:

- a) Party Press
- b) James Augustus Hickey
- c) Write the names of any two newspapers of UK
- d) Civil War Journalism
- e) Vernacular Press
- f) Public Relations
- g) Advertising
- h) Nationalist Press
- i) New Media
- j) Penny press

Section – B

(5 marks each)

- Q2. Explain the characteristics of TV in India?
- Q3. Describe the origin of Radio in India?
- Q4. Explain the importance of James Silk Buckingham in Indian Journalism?
- Q5. Describe the importance of Print Media?
- Q6. Explain the importance of early newspapers of USA?

Section – C

(10 marks each)

- Q7. Write a note on origin of Radio in India? Explain the characteristics of Radio as well?
- Q8. Describe the contribution of Indian newspapers in the freedom struggle of independence?
- Q9. Describe the role of Press In India after Independence?