

SHRI RAMSWAROOP MEMORIAL UNIVERSITY

End Semester Examination (2021-22)-Odd Semester

MA(JMC) – I Year (I Semester)

Course Name: Media Development & Growth

Code: MJM1002

Time: 02 Hours

Max Marks: 60

University Roll No.

(To be filled by the Student)

Note: Please read instructions carefully:

- The question paper has 03 sections and it is compulsory to attempt all sections.
- All questions of Section A are compulsory; questions in Section B and C contain choice.

Section A: Very Short Answer Type Questions		BL	CLO	Marks (10)
Attempt all the questions.				
1.	Differentiate Group communication & Mass communication.	BL4	03	02
2.	Define Development Communication.	BL1	02	02
3.	Who is the father of Indian renaissance?	BL1	01	02
4.	Name any three newspapers that were published by Mahatma Gandhi.	BL1	01	02
5.	Name any three international news agencies.	BL2	01	02
Section B: Short Answer Type Questions		BL	CLO	Marks (30)
Attempt any 03 out of 05 questions.				
1.	Define communication. Do you think that communication plays a role in the socio economic development of country?	BL2	02	10
2.	What is feedback? Does feedback help make the communication process successful? Discuss with examples.	BL2	01	10
3.	Discuss the significance of the role of Gandhi ji as a journalist	BL2	01	10
4.	What is press freedom? Can this press freedom be absolute? Do the press laws restrict this freedom? Answer with arguments	BL5	03	10
5.	Describe documentary film. Distinguish between Feature Film and Documentary	BL2	02	10
Section C: Long Answer Type Questions/Case Study		BL	CLO	Marks (20)
Attempt any 01 out of 04 questions.				
1.	Briefly discuss the history and development of Indian Film Industry	BL2	02	20
2.	Differentiate Parallel cinema, Regional cinema, and Commercial cinema. Write a suitable example of each genre.	BL4	03	20
3.	Discuss in detail the contribution of Dada Sahab Phalke as a film maker to the Indian Cinema.	BL2	02	20
4.	Give a brief history of Radio broadcasting in India. Analyze with examples the contribution made by Akashvani in the economic and social development of the country in the first three decades after independence.	BL4	03	20
