Krishna Kanta Handiqui State Open University

MMC/PGDBJ/PGDMC 1st Sem. Examination, 2016

Paper : 03

Media Studies

Time : 3 Hrs. *Full Marks : 80*

1. Answer *any five* from the following questions. 2×5 = 10
(each within 50 words)
   (a) Write four characteristics of radio.
   (b) Who started the first Indian owned newspaper 'Bengal Gazette'?
   (c) When the colour telecasting started in India?
   (d) When radio broadcasting started in India and by whom?
   (e) Who was V. Shantaram?
   (f) When was the film 'Raja Harichandra' released?

2. Write *any three* short note from the following. 4×3 = 12
(each within 150 words)
   (a) Agenda-setting.
   (b) James Augustus Hicky
   (c) Jingle
   (d) Digital India

3. Answer *any three* from the following questions. 6×3 = 18
(each within 250 words)
   (a) Discuss audience as consumers.
   (b) Write a note on the role of newspapers in freedom struggle.