

13/12/23



**DOON UNIVERSITY, DEHRADUN**  
**Final semester Examination, 2019**  
**School of Media and Communication Studies**  
**5 years Integrated MA Communication 1<sup>st</sup> sem (NEP)**  
**Course: MSC 102, Developments of Media in India**

*Time Allowed: 2 Hours*

*Maximum Marks: 50*

**SECTION- A (Very Short Answer Type Questions) Attempt any FIVE Questions. 2x5=10Marks**

(50-75 words)

- Q.1 Define Digital Divide.
- Q.2 What is a news agency?
- Q.3 What do you understand by information superhighway?
- Q.4 Write a short note on Community Radio.
- Q.5 Expand the term DTH & DAB
- Q.6 Comment on Phone-in Program for Radio.
- Q.7 Write a note on Web 2.0.

**SECTION: B (Short Answer Type Questions) Attempt any FIVE. (250-300)**

**6x5=30 Marks**

- Q.1 Write down the characteristics of 'New Wave' or 'alternative cinema'.
- Q.2 Discuss the three-tier system of broadcasting in All India Radio.
- Q.3 Write down the objectives of Prasar Bharti Act, 1990.
- Q.4 Soap-operas have a very special place in the history of Television. Discuss.
- Q.5 What changes did sound bring to the Indian Cinema?
- Q.6 What do you understand by information superhighway?
- Q.7. Define Satellite Communication. Discuss the relevance of Cable TV in India.

**SECTION: C (Long Answer Type Questions) Attempt any ONE Question. (400-500 words)**

*(Marks: 10x1=10)*

- Q.1 Discussing the history of Indian cinema, Explain the changes that Cinema has bring into the society in terms of social behaviors and empowerment in citizens.
- Q.2 "Television has always been considered as an emancipatory medium of Communication". Discuss the role of Television as an educator in India, tracing the important milestones in the history of Television in the country.





**DOON UNIVERSITY, DEHRADUN**  
**End- Semester Examination, III Semester, 2023**  
**Academic Year 2023-2024**  
**School of Media & Communication studies**  
**Programme - Four year bachelor in Media & Communication Studies**  
**Course Code with Title:(MSC 201) Media Organisation: Structure & Functions**

*Time Allowed 2:00 hrs*

*Maximum Marks: 50*

**Section A: Attempt any 5 questions, each question carries 2 marks. (Total Marks - 10)**

- i) The first *Wage Board* was set up in \_\_\_\_\_.
- ii) The *Audit Bureau of Circulation* was founded in \_\_\_\_\_.
- iii) *Prasar Bharati Act 1990* was enacted in \_\_\_\_\_.
- iv) *Normative theories* of mass media were proposed by \_\_\_\_\_ in \_\_\_\_\_.
- v) Presently \_\_\_\_\_ wage board recommendations are in vogue.
- vi) *Registrar of Newspapers for India (RNI)* was created on \_\_\_\_\_.

**Section B: Attempt all, each question carries 5 marks. (Total Marks - 20)**

**Word limit 150-200**

- i) Write a note on any two of the following:-
  - *PIB*
  - *Wage Board*
  - *Folk and Communication Division*
- ii) Explain *Audit Bureau of Circulation* and the reason behind its need?  
or  
What is *Prasar Bharati* and what are its objectives?
- iii) Discuss the difference between *Libertarian and Social Responsibility theory of Mass media*.
- iv) Discuss the advantages/disadvantages of different types of *Media ownerships*.  
or  
Discuss different types of *Wage concepts*.

**Section C: Attempt all questions, each question carries 10 marks (Total Marks - 20)**

**Word limit 200-300**

- i) Discuss : According to you, who should manage the media system in India?  
Or  
Compare the *Code on wages act 2019* with previous wage laws.
- i) Discuss the differences in the role of government in *Authoritarian and Soviet Media theories*.