

SYBA.
10/11/17
10 to 1

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Duration: 3 hrs.

Q.P. Code: 23511

Total Marks: 100

- NB: 1) All questions are compulsory.
2) Figures to the right indicate full marks.
3) The answers should contain appropriate and latest examples wherever necessary.
- Q.1 a) Explain the following in 2/3 sentences each. 10
1) Communication
2) Mass audience
3) Bhavai
4) Sitcom
5) Feature film
- b) Choose the right answer from the options 05
1. Which of the following is not a newspaper item?
a) horoscope b) cross-words c) cartoon d) phone-in
2. Which of the following is a folk art of Karnataka?
a) Lawani b) Yakshagaan c) Nautanki d) Puppetry
3. Which of the following newspapers does not belong to The Times Group ?
a) Navbharat Times b) Ei Samay c) Express Times d) Maharashtra Times
4. Alam Ara (1931) was the
a) first silent movie b) first Indian talkie c) first 3D film d) first documentary
5. is a long TV commercial made in the style of an ordinary programme.
a) Sitcom b) Daily soap c) Infomercial d) Documentary
- c) State whether the following statements are true or false. 05
1. Cinema in India is owned and governed by 'Prasar Bharati'
2. Sitcom is a long commercial made in the style of an ordinary TV programme.
3. There is no difference between a TV series and a TV serial.
4. In mass communication, the senders get immediate feedback from the receivers.
5. News bulletin and news magazine are two different formats of broadcasting.
- Q.2 a) State and explain any five definitions of communication and two definitions of mass communication. 20
OR
b) i) What do you mean by 'language barriers' to communication? Explain with appropriate examples. 10
2) Explain with the help of a diagram how communication is a two-way process. 10
- Q.3 a) Explain with the help of latest examples how different mass media in India perform their role as 'entertainer'. 20
OR
b) i) Explain the terms 'Print Media', 'Electronic Media' and 'Digital Media'. 10
ii) Comment on the characteristic features of 'mass audience'. 10

PTO

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Q.4 a) Attempt an essay on '100 years of Indian Cinema' with reference to major film makers and their films. 20

OR

b) i) Bring out the milestones in the development of Doordarshan in India. 10

ii) Mention the titles with their language and circulation of top ten daily newspapers in India. 10

Q.5 a) Enlist any ten social networking sites that are presently most popular according to you and briefly explain each of them with regard to its purpose, nature and cause of popularity. 20

OR

b) i) Explain the difference between a 'feature film' and an 'art film' with the help of apt illustrations. 10

ii) Write a short essay on 'reality shows' currently telecast on Indian television. 10