

QP CODE: 22103274



Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2022**

Second Semester

B.A Mass Communication and Journalism Model I

Complementary Course - MC2CMT10 - HISTORY AND GROWTH OF MEDIA IN INDIA

2017 ADMISSION ONWARDS

AA844ABE

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Identify a notable cartoonist in India.
2. Explain the term 'freedom of press'.
3. Name the chairman of the second press commission.
4. Identify the personality KP Kesava Menon.
5. Name the first newspaper in Malayalam.
6. Cite the World Television day.
7. Describe the term TRP.
8. Identify the personality Joseph Nicephore Niepce.
9. Name the founders of cinema.
10. Describe the nature of the first films produced by Lumiere brothers.
11. Identify the personality 'Auguste Lumiere'.
12. Identify the director of the Malayalam movie 'Elipathayam'.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Examine the role of newspapers in Indian freedom struggle.
14. Discuss the impact of monopoly in newspaper journalism.
15. Discuss on the growth of Deepika newspaper.
16. List the main publications of Gandhiji.
17. Discuss on the recommendations of the first press commission.
18. Distinguish between FM and AM radio.
19. Make a brief note on the advantages of a community TV channel over mainstream channels.
20. Make a note on the International film festival of India.
21. Discuss on the early experiments in the evolution of film.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Illustrate the role of media in fastening democracy.
23. List any four eminent Malayalam journalists and their contributions.
24. Describe the evolution and growth of FM Radio in India.
25. Discuss the major historical developments in Malayalam cinema.

(2×15=30)

