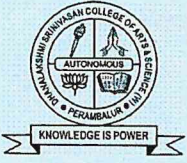


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**DHANALAKSHMI SRINIVASAN COLLEGE  
OF ARTS & SCIENCE FOR WOMEN  
(AUTONOMOUS)**



(For Candidates admitted from 2018-2019 onwards)

**UG DEGREE EXAMINATIONS APRIL – 2021  
B.A – ENGLISH  
MEDIA STUDIES**

**Time: 3 Hrs**

**Max.Marks: 75**

**PART- A**

**CHOOSE THE CORRECT ANSWER.**

**(10X1=10)**

1. 'Media Studies' particularly deals with \_\_\_\_\_.  
a) Mass Media      b) Coverage Media      c) Wiki Media      d) Report Media
2. Media Psychology is a branch of \_\_\_\_\_.  
a) Mobile Media      b) Psychology      c) Interface design      d) Media influence
3. Which word is similar to Journalism?  
a) Product      b) support      c) Reportage      d) origin
4. How would be the world without Journalism?  
a) Active      b) dull      c) dark      d) ignorant
5. In which year was Television started in India?  
a) 1959      b) 1960      c) 1961      d) 1962
6. Expansion of DTH is \_\_\_\_\_.  
a) Direct to Hose      b) Direct to Home      c) Diversion to Health      d) Divided to Hierarchy
7. Who is Dadasaheb Phalke?  
a) Typist      b) Forefather of Magazine  
c) Father of Indian Cinema      d) Culturalist
8. In which year was 'Raja Harischandra' released?  
a) 1916      b) 1914      c) 1915      d) 1913
9. The purpose of Media writing is to \_\_\_\_\_.  
a) Inform the reader      b) inform the writer  
c) inform the listener      d) alert the writer

10. \_\_\_\_\_ is a challenging field and plays a key role.

- a) Network                      b) Journalism                      c) datum                      d) Radio

**PART – B**

**ANSWER ALL THE QUESTIONS**

**(5X7=35)**

11. a) Write a note on the effects of various media.

**(OR)**

b) Comment on the ways of understanding Media Studies.

12. a) Explain the process of Newspaper organisation and Printing.

**(OR)**

b) Describe the major roles played by Advertising.

13. a) Discuss the impact of Television in India.

**(OR)**

b) Bring out the different functions of DTH Service in India.

14. a) Enumerate the functions of Indian Cinema.

**(OR)**

b) Analyse the aspects of Cinema and Society.

15. a) Write a paragraph on Writing for Media.

**(OR)**

b) Examine the significance of writing Newspaper Article.

**PART – C**

**ANSWER ANY THREE QUESTIONS**

**(3X10=30)**

16. Write an essay on the media in politics and social life.

17. Elucidate how Journalism is important today.

18. Throw light on the Formats of Television Programme.

19. Critically evaluate the importance of Indian Cinema.

20. Give a detailed account on designing advertisements.