

Time: 3 Hrs.

Max. Marks: 60

General Instructions:

1. All questions are compulsory.
2. Answer neatly and to the point.

Section A – Multiple Choice Questions (10 × 1 = 10 Marks)

1. Which of the following is **not** a mass medium?
(a) Radio (b) Newspaper (c) Telephone (d) Television
2. Who is credited with introducing the **30-minute radio play format** on AIR?
(a) Lionel Fielden (b) Marshall McLuhan (c) Raja Ram Mohan Roy (d) Rabindranath Tagore
3. “Yellow Journalism” is another name for:
(a) Investigative Journalism (b) Tabloid Journalism (c) Editorial Writing (d) Development Journalism
4. Which medium is often described as a “**hot medium**” by Marshall McLuhan?
(a) Radio (b) Television (c) Newspaper (d) Film
5. Which of the following is an **example of Page 3 Journalism**?
(a) Political Debates (b) Celebrity Parties (c) Editorial Columns (d) Investigative Reports
6. The term “Op-Ed” in newspapers stands for:
(a) Opinion-Editorial (b) Opposite Editorial (c) Open Edition (d) Official Editorial
7. Which among these is a **special effect in film editing**?
(a) Cut (b) Freeze (c) Dissolve (d) All of the above
8. Which newspaper format is considered **compact and sensational**?
(a) Berliner (b) Broadsheet (c) Tabloid (d) Newsletter
9. Which programme was a popular **radio quiz show**?
(a) Bournvita Quiz Contest (b) Kaun Banega Crorepati (c) Hum Log (d) Ramayan
10. In television production, **mise-en-scène** refers to:
(a) Editing style (b) Camera movement (c) Visual arrangement on screen (d) Sound mixing

Section B – Very Short Answer Questions (10 × 1 = 10 Marks)

11. Define **Media Studies** in one line.
12. What is meant by **Chequebook Journalism**?
13. Name the first newspaper published in India.
14. What does the term **Lead Story** mean in newspapers?
15. What is **morphing** in film editing?
16. Mention one key feature that makes **radio drama** unique.
17. Name any one **news agency in India**.
18. Which page of a newspaper generally carries **Letters to the Editor**?
19. What is meant by **media literacy**?
20. Which format of newspaper is **Mint (HT Media's business daily)** published in?

Section C – Short Answer Questions (10 × 2 = 20 Marks)

21. Explain how **traditional societies** communicated before the rise of mass media.
22. Differentiate between **tabloid television** and **serious news channels**.
23. Why are **music programmes** on radio so popular among listeners?
24. What is the role of **camera angles** in shaping audience perception in films/TV?
25. How does mass media play the role of a **socialiser** in society?
26. What is the importance of the **Editorial Page** in a newspaper?
27. Why is **stereotyping in media** considered problematic? Give two points.
28. Explain the concept of “**Theatre of the Mind**” with reference to radio.
29. What are **current challenges of Page 3 journalism**?
30. Distinguish between **folk culture** and **mass culture**.

Section D – Long Answer Questions (5 × 4 = 20 Marks)

31. Describe the **functions of mass media** with suitable examples.
32. Discuss the role of **television as both information and entertainment medium** with examples.
33. Differentiate between **Television and Cinema** in terms of content, reach, and impact on society.
34. Explain how **editorial writing** is different from a news report. Why is this distinction important in journalism?
35. “New media empowers but also misinforms.” Evaluate this statement with relevant examples.