

**Roll No:** -----



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**Name of the Program: BBA Media Management**  
**Subject Name: Evolution of Media**  
**Subject Code : BBCH145**

**Semester – III**  
**Max. Marks: 100**  
**Duration : 3 Hrs**

**Section A**

**Attempt all.**

**I. Choose the correct answer**

**(2x 5 =10 Marks)**

1. The origin of television dates back to:

- (A) Early 20<sup>th</sup> century
- (B) Mid 20<sup>th</sup> century
- (C) Late 20<sup>th</sup> century
- (D) 21<sup>st</sup> century

2. Who is credited with invention of television?

- (A) Guglielmo Marconi
- (B) Heinrich Hertz
- (C) Nikola Tesla
- (D) John Logie Baird

3. What is SITE?

- (A) Television experiment
- (B) Indian satellite
- (C) Radio experiment
- (D) Entertainment experiment

4. Which of the following is an example of social media network?

- (A) Chrome
- (B) Google
- (C) Mozilla
- (D) Linked-in

5. The term fourth estate refers to?

- (A) Legislature
- (B) Commons

- (C) Media
- (D) Judiciary

**II) Examine the veracity of statement (True or False ) (1x 10 =10 Marks)**

- i. Wikipedia, an online encyclopedia, is an example of New Media.
- ii. New media is often characterized as non-interactive digital technology.
- iii. In India television transmission started on an experimental basis in Mumbai in 1969.
- iv. Cable Television Services were brought under Telecom Regulatory Authority of India in 2004.
- v. Digital games are part of everyday media culture and a unique type of new media.
- vi. Cable TV was started in India during 70's mainly in non-metros.
- vii. Conditional Access System (CAS) is a digital mode of transmitting TV channels through a set-top box.
- viii. 20<sup>th</sup> century was a tastemaker's nightmare while 21<sup>st</sup> century is a dream.
- ix. Mass media often determines what makes up the pop culture scene.
- x. Thanks to digital-age media, Internet has become a pop culture force

**Section B**

**I. Write short notes on any five with suitable examples (5x5 = 25 Marks)**

- (1) Tastemakers and Pop Culture
- (2) Mass Media as a negative function
- (3) Media Psychology
- (4) Blogs as a popular form of New Media
- (5) Conditional Access System
- (6) Evolution of All India Radio
- (7) Indian Magazine Industry
- (8) Community Radio

**II. Fill in the blanks (5x3 = 15 Marks)**

- (1) ..... was important tool of propaganda for the Nazis in World War-II.
- (2) Mass Media have emerged as a ..... institution, assuming many functions formerly served by traditional institutions such as the church, school etc.
- (3) ..... is an important contributor to the socialization process.
- (4) First newspaper in India The Bengal Gazette was by .....
- (5) In .....the name Akashvani was adopted for the national broadcaster All India Radio.

**Section-C**

**Answer any two questions from this section**

**(2x20=40 marks)**

1. What is New Media? Explain with examples.
2. What is Media Imperialism? Trace its history and evolution
3. What do you understand by Trans-border data flow? Also explain concerns associated with it.
4. Explain positive and negative impact of television as a powerful medium of Mass Media.