

# FYBAMMC HISTORY OF MEDIA SEM-I EXAMINATION REGULAR/ATKT Dec 2020

Instructions:

1. Semester I examination REG/ATKT NOV/DEC 2020. Subject - HISTORY OF MEDIA
2. Fill personal details carefully.
3. Each question carries 1.5 marks
4. Total questions - 50 total marks- 60
5. Attempt any 40 questions
6. Time - 1 hour

\* Required

1. Email \*

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2. Student's name (Surname Firstname Middlename) \*

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3. Student's exam seat number / ROLL NUMBER \*

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4. Student's ID number \*

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5. 1. What was also known as Gagging act and was meant only for vernacular language newspaper

*Mark only one oval.*

- ☐ Censorship of press act, 1799
- ☐ Vernacular press act of 1878
- ☐ Press act of 1835
- ☐ Indian press act of 1910

6. 2. James Augustus Hicky started \_\_\_\_\_ newspaper.

*Mark only one oval.*

- ☐ The Bengal Gazette
- ☐ Kesari
- ☐ Darpan
- ☐ Bombay Herald

7. 3. Calcutta Chronicle was started by:

*Mark only one oval.*

- ☐ James Silk Buckingham
- ☐ Richard Johnson
- ☐ James Augustus Hicky
- ☐ Lord Lytton

8. 4. Non-fictional movies that are intended to document reality are called:

*Mark only one oval.*

- ☐ Films
- ☐ Serials
- ☐ Documentaries
- ☐ Reality shows

9. 5. \_\_\_\_\_ are an audio-video creation:

*Mark only one oval.*

- ☐ Articles
- ☐ Movies
- ☐ Radio shows
- ☐ Silent films

10. 6. A technology of signaling and communicating using electromagnetic waves of frequency :

*Mark only one oval.*

- ☐ Television
- ☐ Newroom
- ☐ DTH
- ☐ Radio

11. 7. Where did the first film screening take place in India?

*Mark only one oval.*

- ☐ Pune
- ☐ Bombay
- ☐ Surat
- ☐ Delhi

12. 8. Where did the Parallel film movement start?

*Mark only one oval.*

- ☐ Sweden
- ☐ Bhopal
- ☐ Bengal
- ☐ Mumbai

13. 9. The first Indian Superstar:

*Mark only one oval.*

- ☐ Rajesh Khanna
- ☐ Amir Khan
- ☐ Shahrukh Khan
- ☐ Rishi Kapoor

14. 10. The Wrestlers was shot by:

*Mark only one oval.*

- ☐ Bimal Roy
- ☐ Harishchandra Bhatwadekar
- ☐ D.G.Tendulkar
- ☐ P.V.Pathy

15. 11. \_\_\_\_\_ documentary is heavily researched.

*Mark only one oval.*

- ☐ Poetic
- ☐ Expository
- ☐ Performative
- ☐ Reflexive

16. 12. This app passed the one billion user mark this year, reaching every corner of the world.

*Mark only one oval.*

- ☐ Zomato
- ☐ Myntra
- ☐ iMovies
- ☐ WhatsApp

17. 13. \_\_\_\_\_ is an American online video-sharing platform

*Mark only one oval.*

- ☐ iMovies
- ☐ YouTube
- ☐ Orkut
- ☐ Facebook

18. 14. YouTube was founded by :

*Mark only one oval.*

- ☐ Chad Hurley, Steve Chen, and Jawed Karim
- ☐ Steve Jobs
- ☐ Bill Clinton
- ☐ Brian Acton

19. 15. \_\_\_\_\_ was the first Marathi newspaper started on 6th Jan 1832 .

*Mark only one oval.*

- ☐ Sudharak
- ☐ Darpan
- ☐ Sakal
- ☐ MT

20. 16. Who is called as The Mogul of Indian Cinema?

*Mark only one oval.*

- ☐ R. Balki
- ☐ Dadasaheb Phalke
- ☐ R. Sippy
- ☐ James Hicky

21. 17. Sholay was released in the year:

*Mark only one oval.*

- ☐ 1975
- ☐ 1986
- ☐ 1955
- ☐ 1945

22. 18. Dil Chahta Hai was directed by:

*Mark only one oval.*

- ☐ Anurag Kashyap
- ☐ T. V. Chandran
- ☐ Farhan Akhtar
- ☐ Mani Ratnam

23. 19. 1975 is the year known for \_\_\_\_\_ in India:

*Mark only one oval.*

- ☐ Emergency
- ☐ Farmer Protest
- ☐ Natural Calamities
- ☐ World War

24. 20. Which newspaper was started by Bal Gangadhar Tilak?

*Mark only one oval.*

- ☐ Meerut-ul-Akhbar
- ☐ Sambad Kaumudi
- ☐ Hindustan Dainik
- ☐ Kesari

25. 21. The first lady director in India was?

*Mark only one oval.*

- ☐ Mina Kumari
- ☐ Begum Fatima Sultana
- ☐ Kamala Gokhale
- ☐ Raziya Sultana

26. 22. These are the film certifications:

*Mark only one oval.*

- ☐ (U), (U/A), (A) and (S).
- ☐ (U), (U/B), (B)and (s)
- ☐ (U), (U/B), (B)and (M)
- ☐ (U), (O/B), (B)and (S)

27. 23. Who is the father of Indian Masala Movies?

*Mark only one oval.*

- ☐ Mrinal Sen
- ☐ Subhash Ghai
- ☐ Yash Chopra
- ☐ Manmohan Desai

28. 24. National, Regional and Local - this three tier system of broadcasting belongs to:

*Mark only one oval.*

- ☐ Doordarshan
- ☐ All India Radio
- ☐ Cable TV
- ☐ TATA Sky

29. 25. The phenomenal ad campaign 'Todo Nahi, Jodo' belongs to:

*Mark only one oval.*

- ☐ Orbit
- ☐ Fevikwik
- ☐ Stride
- ☐ Eclipse

30. 26. Tarak Mehta Ka Oolta Chashma is an example of:

*Mark only one oval.*

- ☐ Serial
- ☐ Film
- ☐ Reality Show
- ☐ Documentary

31. 27. Bal Gangadhar Tilak was given which designation by the people?

*Mark only one oval.*

- ☐ Mahatma
- ☐ Lokmanya
- ☐ Pandit
- ☐ Azad

32. 28. "Swaraj is my birth right, and I shall have it." ('स्वराज्य हा माझा जन्मसिद्ध हक्क आहे आणि तो मी मिळवणारच') was said by:

*Mark only one oval.*

- ☐ Dr. Bhimrao Ambedkar
- ☐ K.P.Kesava Menon
- ☐ Lokmanya Tilak
- ☐ K.C. M Mappillai



33. 29. A brand that faced criticism in October 2020 because of its advertisement showing cross cultural rituals celebration:

*Mark only one oval.*

- ☐ Tanishq  
☐ Manyavar  
☐ Mutthod Finance  
☐ Amul

34. 30. Udant Martand was started by:

*Mark only one oval.*

- ☐ Mahatma Gandhi  
☐ Ghosh Brothers  
☐ Jugal Kishore Shukla  
☐ Bose Brothers

35. 31. Jam-i-Jahan-Numa was the first \_\_\_\_\_ newspaper.

*Mark only one oval.*

- ☐ Telugu  
☐ Tamil  
☐ Kannada  
☐ Urdu

36. 32. The first talkie in Tamil was :

*Mark only one oval.*

- ☐ Soorai Pottru  
☐ Oh My Kadavule  
☐ Kalidas  
☐ Andhaghaaram

37. 33. The concept of Kinetoscope was founded by:

*Mark only one oval.*

- ☐ Thomas Edison
- ☐ Isaac Newton
- ☐ Marie Curie
- ☐ Charles Darwin

38. 34. \_\_\_\_\_ is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.

*Mark only one oval.*

- ☐ Promotion
- ☐ Advertising
- ☐ Publicizing
- ☐ Awarding

39. 35. \_\_\_\_\_ was designed for films to be viewed by one individual at a time through a hole viewer window at the top of the device.

*Mark only one oval.*

- ☐ TV
- ☐ Kinetoscope
- ☐ Fax Machine
- ☐ Cinematographe

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40. 36. AIR and Doordarshan come under this Ministry:

*Mark only one oval.*

- ☐ Ministry of Information and Broadcasting
- ☐ Ministry of Agriculture and Farmers Welfare
- ☐ Ministry of Civil Aviation
- ☐ Ministry of Commerce and Industry

41. 37. According to India's Constitution, when may a national emergency be imposed?

*Mark only one oval.*

- ☐ During an economic crisis that increases poverty and unemployment
- ☐ During 'war, external aggression or armed rebellion in the whole of India or a part of its territory'
- ☐ During a drought, major flood, or other natural disaster
- ☐ During an election in which fraud or another form of electoral malpractice is committed

42. 38. Who was the Prime Minister of India during the 1975 Emergency?

*Mark only one oval.*

- ☐ Jaya Prakash Narayan (JP)
- ☐ Indira Gandhi
- ☐ Sanjay Gandhi
- ☐ Fakhruddin Ali Ahmed

43. 39. Indian Broadcasting Service was renamed All India Radio in the year:

*Mark only one oval.*

- ☐ 1936
- ☐ 1989
- ☐ 1946
- ☐ 1996

44. 40. Bahun Hitaya, Bahun Sukhaya - is the motto of:

*Mark only one oval.*

- ☐ Doordarshan
- ☐ All India Radio
- ☐ Zee TV
- ☐ Yuva Bharat

45. 41. Which one is the feature of Radio?

*Mark only one oval.*

- ☐ Difficult to handle
- ☐ Variety in content
- ☐ No wide reach
- ☐ No job opportunities

46. 42. Item songs are derogatory towards:

*Mark only one oval.*

- ☐ Women
- ☐ Children
- ☐ Men
- ☐ Old aged

47. 43. \_\_\_\_\_ is the lyricist of songs Tum Aa Gaye Ho Noor Aa Gaya Hai(1975) and Dhan Te Nan(2009). This example clears the misconception of generation gap in music.

*Mark only one oval.*

- ☐ Vishal Bharadwaj
- ☐ Gulzar
- ☐ Kishor Kumar
- ☐ Yesudas

48. 44. Dr Bhimrao Ambedkar was born in :

*Mark only one oval.*

- ☐ Uttar Pradesh
- ☐ Jammu
- ☐ Madhya Pradesh
- ☐ Dehradun

49. 45. 'To aware the masses and spreading political agenda' was newspapers' role in which phase?

*Mark only one oval.*

- ☐ During the Indian freedom struggle
- ☐ After the Indian freedom struggle
- ☐ Before the Indian freedom struggle
- ☐ After World War

50. 46. Munshi Harsukh Rai started:

*Mark only one oval.*

- ☐ Urdu Guide
- ☐ Pratap
- ☐ Kohinoor
- ☐ Nusrat

51. 47. Sriram Raghavan won the Best Director Screen Awards in 2018 for which film?

*Mark only one oval.*

- ☐ Prem Ratan Dhan Payo
- ☐ Andhadhun
- ☐ Duniyadari
- ☐ Badhai Ho

52. 48. AAI stands for:

*Mark only one oval.*

- ☐ Advertising Agencies Association of India
- ☐ Advertising Agencies Association of Istanbul
- ☐ Advertising Anchors Association of India
- ☐ Advertising Agencies Aim of India

53. 49. \_\_\_\_\_ to be conferred with AAI Lifetime Achievement Award 2020.

*Mark only one oval.*

- ☐ Kumar Ketkar
- ☐ Amit Shah
- ☐ Arnab Goswami
- ☐ Krishan Premnarayan

54. 50. Amul's tagline is:

*Mark only one oval.*

- ☐ The Taste of India
  - ☐ The Feed of India
  - ☐ The Flavour of Bharat
  - ☐ The Face of India
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