

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1254 L

Unique Paper Code : 6293102001
Name of the Paper : Mass Media and Regional
Developments in India DSE
Name of the Course : **B.A. (H) Multi Media and
Mass Communication**
Semester : IV
Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions. **All** questions carry equal marks i.e. **18** marks each.
1. Discuss the role of print media to the Indian national movement.
2. Analyze the early growth of Radio in India and its contribution to regional social development.

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3. Trace the evolution of Television in India during its early years, focusing on its regional reach.
4. Provide an overview of the media industry landscape across the North and South regions of India.
5. Discuss the contributions of Bhartendu Harishchandra or Ganesh Shankar Vidyarthi to the growth of Hindi journalism.
6. Analyze the development of the Malayalam and Marathi language media.
7. How Hindi Blogging and YouTube changed the demographic consumption patterns? Elaborate.
8. Write short notes on any **two** of the following :—
 - (i) Aaj Tak
 - (ii) BBC
 - (iii) South Indian Cinema

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P.T.O.

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