

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**
SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - APR 2023

Semester : Semester II - 2022

Course Code : BAJ1018

Course Name : Sem II - BAJ1018 - Introduction to Media Studies

Program : BA Journalism and Mass Communication

Date : 12-APR-2023

Time : 9.30AM - 11.00AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. The ___ of the correct channel depends on the situation and target audiences.
a) Chance (CO1) [Knowledge]
b) Choice
c) Chanel
d) Change
2. Facebook is a _____
a) Blog (CO1) [Knowledge]
b) social network
c) Questioning
d) Portal
3. The Medium through which signals are sent are called
a) channel (CO1) [Knowledge]
b) message
c) space
d) noise
4. Any obstacles or difficulties that come in the way of communication is
a) element (CO2) [Knowledge]
b) barriers
c) message
d) receiver
5. Movable types and mechanical printing press were invented by
a) Herman Gundert (CO2) [Knowledge]
b) Benchamin Bailey
c) Johan Guttenberg
d) None of these

6. Which is known as new media. (CO2) [Knowledge]
- a) Print
 - b) Radio
 - c) T.V.
 - d) Internet
7. The word communication is derived from (CO3) [Knowledge]
- a) French
 - b) German
 - c) Latin
 - d) Persian
8. Cinema is a/an _____ (CO3) [Knowledge]
- a) visual medium
 - b) audiovisual medium
 - c) audio medium
 - d) print medium
9. Interpersonal communication is direct face-to-face communication between (CO3) [Knowledge]
- a) mass
 - b) two persons
 - c) group of persons
 - d) Oneself
10. What is the Highest film award in India? (CO1) [Knowledge]
- a) J.C. Daniel Award
 - b) Filmfare Award
 - c) Film critics award
 - d) Dadasaheb Phalke award

PART B

ANSWER ALL THE QUESTIONS

(4 X 5 = 20M)

11. What do you understand by language? (CO1) [Comprehension]
12. What are different types of communication? (CO2) [Comprehension]
13. What are the functions of mass media? (CO3) [Comprehension]
14. Discuss the history and evolution of media with suitable examples. (CO1) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 10 = 10M)

15. Discuss the history and forms used for communication in the ancient times. (CO3) [Application]