

**B. Voc.(2022) (SEM/CR) CBCS Part I Semester-I Examination: March/April-2023**  
**B. Voc (Media and Entertainment) (Compulsory) Paper-II**  
**ME102: Introduction to Media and Entertainment Industry in India (New Pattern 2022)**

**Day and Date: Saturday, 06/05/2023**  
**Time: 1.00 PM To 3.00 PM**

**Total Marks: 50**

Instructions:

1. All Questions are Compulsory.
2. Figures to the right indicate full marks

**Q.1. Choose the Correct alternatives from the following.**

15

- 1 Who played the role of Emperor Akbar in the movie 'Mughal e Azam'  
1) Prithviraj Kapoor 2) Murad 3) Raj Kapoor 4) Dilip Kumar
- 2 Who has directed the movie 'Do Bigha Zamin'  
1) Guru Dutt 2) Ritwik Ghatak 3) Bimal Roy 4) Hrishikesh Mukherjee
- 3 Doordarshan founded in India in the year  
1) 1962 2) 1965 3) 1952 4) 1959
- 4 From which year Indian Government sponsored National Film Award  
1) 1972 2) 1973 3) 1984 4) 1980
- 5 First Indian sound film was  
1) Alam Ara 2) Raja Harishchandra 3) Kishan Kanya 4) Safety Last
- 6 In the year 1930 All India Radio was known as  
1) Aakashwani 2) Indian Broadcasting Company 3) Indian Broadcasting Service 4) Vividh Bharati
- 7 Vividh Bharati is also known as  
1) Commercial Broadcasting Service 2) Commercial Broadcasting Company  
3) Commercialized Broadcasting Service 4) Merchantile Broadcasting Company
- 8 \_\_\_\_\_ is India's first private FM radio station  
1) Red FM 2) Big FM 3) Radio City 4) Radio One FM
- 9 In which year did television emerge in India?  
1) 1955 2) 1959 3) 1957 4) 1940
- 10 When was TV introduced in India  
1) 1947 2) 1953 3) 1955 4) 1959
- 11 Who were the first to invent the art of printing  
1) Africans 2) British 3) Chinese 4) Americans
- 12 Lokmanya Tilak started the newspaper kesari in  
1) Marathi 2) English 3) Malayalam 4) Hind

13 Which of the Following is not a traditional media?

- 1) Music      2) TV    3) Painting    4) Literature

14 Which of the following does not work in the editing department?

- 1) News editor      2) Reporter    3) Photographer    4) Distribution Representative

15 Which of the following is not the purpose of newspapers?

- 1) Profit      2) Service    3) Giving paid news    4) Social Commitment

**Q.2. Write short Notes (Two out of Three) .**

10

1 Media Industry

2 Bollywood

3 Prasar Bharti

**Q.3. Write short Answers (Two out of Three) .**

10

1 Explain the SITE project

2 Explain the 'Talkies System'

3 Write about Bollywood Industry

**Q.4.. Answer the following question on broad. (One out of two).**

15

1 What is the impact of cinema on society?

2 Write in detail on achievements of Marathi Cinema

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**Model Answer Paper**  
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1 Who played the role of Emperor Akbar in the movie 'Mughal e Azam'

1) Prithviraj Kapoor 2) Murad 3) Raj Kapoor 4) Dilip Kumar

Option 1

2 Who has directed the movie 'Do Bigha Zamin'

1) Guru Dutt 2) Ritwik Ghatak 3) Bimal Roy 4) Hrishikesh Mukherjee

Option 3

3 Doordarshan founded in India in the year

1) 1962 2) 1965 3) 1952 4) 1959

Option 1

4 From which year Indian Government sponsored National Film Award

1) 1972 2) 1973 3) 1984 4) 1980

Option 2

5 First Indian sound film was

1) Alam Ara 2) Raja Harishchandra 3) Kishan Kanya 4) Safety Last

Option 1

6 In the year 1930 All India Radio was known as

1) Aakashwani 2) Indian Broadcasting Company 3) Indian Broadcasting Service 4) Vividh Bharati

Option 3

7 Vividh Bharati is also known as

- 1) Commercial Broadcasting Service 2) Commercial Broadcasting Company  
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Option 1

8 \_\_\_\_\_ is India's first private FM radio station

- 1) Red FM 2) Big FM 3) Radio City 4) Radio One FM

Option 3

9 In which year did television emerge in India?

- 1) 1955 2) 1959 3) 1957 4) 1940

Option 2

10 When was TV introduced in India

- 1) 1947 2) 1953 3) 1955 4) 1959

Option 4

11 Who were the first to invent the art of printing

- 1) Africans 2) British 3) Chinese 4) Americans

Option 3

12 Lokmanya Tilak started the newspaper kesari in

- 1) Marathi 2) English 3) Malayalam 4) Hind

Option 1

13 Which of the Following is not a traditional media?

- 1) Music 2) TV 3) Painting 4) Literature

Option 3

14 Which of the following does not work in the editing department?

- 1) News editor 2) Reporter 3) Photographer 4) Distribution Representative

Option 4

15 Which of the following is not the purpose of newspapers?

- 1) Profit 2) Service 3) Giving paid news 4) Social Commitment

Option 3

**Q.2. Write short Notes (Two out of Three) .**

10

1 Media Industry

Ans:

2 Bollywood

Ans:

3 Prasar Bharti

Ans:

4 Prasar Bharti

Ans:

**Q.3. Write short Answers (Two out of Three) .**

10

1 Explain the SITE project

Ans:

2 Explain the 'Talkies System'

Ans:

3 Write about Bollywood Industry

Ans:

4 Write about Bollywood Industry

Ans:

**Q.4. Answer the following question on broad. (One out of two).**

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1 What is the impact of cinema on society?

Ans:

2 Write in detail on achievements of Marathi Cinema

Ans:

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