

15U301

(Pages:2)

Name: .....

Reg. No.....

**THIRD SEMESTER B.A/B.Sc. DEGREE EXAMINATION, NOVEMBER 2016**

(CUCBCSS - UG)

**CC15U ENG3 A05 - NATIVE MEDIA IN ENGLISH**

English - Common Course

(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

**I. Answer the following bunches of questions:-**

1. Sashi Kumar mentions the wonderful story of Egyptian God .....  
(a) Ghoth. (b) Thoth.  
(c) Hermes. (d) Thogh.
2. Write the name of the science fiction written by Jayant Narlikar.  
(a) Man in the Moon. (b) Life in the Mars.  
(c) The Return of Vaman. (d) Change in Man's Life.
3. Groups like Pratham go around helping .....get better.  
(a) Schools. (b) Medical colleges.  
(c) Nursing schools. (d) Govt. hospitals.
4. The episode .....is on social ills of caste system and untouchability.  
(a) Dignity for All. (b) Every Life is Precious.  
(c) Break the Silence. (d) Raise Your Voice.
5. *Only an Axe Away* is a:  
(a) Feature film. (b) Documentary film.  
(c) Short film. (d) T.V Reality show.
6. *The Internet and Youth Culture* was written by .....  
(a) Jayant Narlikar. (b) Bill Gates.  
(c) Gustavo S.Mesch. (d) Sashi Kumar.
7. In Kerala, '.....' is an initiative of the State government to ensure the safety of women and children.  
(a) Abhaya. (b) Nirbhaya.  
(c) Snehalaya. (d) Jeevalaya.
8. The 18-25 age group can be called an 'Age of .....'  
(a) Compromise. (b) Rebellion.  
(c) Silence. (d) Rethinking.
9. The name 'google' comes from:  
(a) Gogol. (b) Googol.  
(c) Goggle. (d) None of these.

10. What is TRP for television programmes?  
(a) Television Rating Point. (b) Target Reference Point.  
(c) Technical Review Panel. (d) Temporary Registration Permit.

(10 x 1 = 10 Marks)

**II. Answer in a sentence or two any ten questions:-**

11. What are the three media converged in the present generation?  
12. What is that made people believe in superstitions, according to Jayant Narlikar?  
13. What is the perfect job now referred to by Bill Gates?  
14. What is child abuse?  
15. What is meant by clutter ?  
16. What is the Pathrakadavu Project ?  
17. Who are called 'digital natives'?  
18. Why are keywords important in writing for websites ?  
19. What is a 'search' according to Steve Cohen ?  
20. Who are 'more Tech Savvy'? Why is it said so ?  
21. What is a Blog ?  
22. Define 'intrusion value' ?

(10 x 2 = 20 Marks)

**III. Answer any four of the following in a paragraph of 100 words each:**

23. Narlikar's observations of past and present generations.  
24. Write a short note on digital divide in India .  
25. 'India did not get anything wrong'. Comment.  
26. Write a note on untouchability.  
27. Comment on *Only an Axe Away*.  
28. Explain 'technological determinism' .

(4 x 5 = 20 Marks)

**IV. Answer any two of the the following questions in 300 words each:**

29. Write an essay on Bill Gates' Foundation Work in India ?  
30. Discuss the role of documentaries and reality shows in raising awareness .  
31. Explain the scope and task of writing online.  
32. Describe the term 'Convergence of Media' and its impact on society.

(2 x 15 = 30 Marks)

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