

C80234

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Name.....27.....

Reg. No.....

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH/APRIL 2015**

(U.G.-CCSS)

Core Course—Functional English

FE 6B 12—MEDIA STUDIES II—ELECTRONIC MEDIA

(2012 Admissions)

Time : Three Hours

Maximum : 30 Weightage

I. Answer the following bunches of questions :—

1 (a) Cable and Satellite television emerged in the \_\_\_\_\_.  
(1970s, 1980s, 1990s.)

(b) Television was invented by \_\_\_\_\_.  
(Marconi, Baird, Addison.)

(c) ISBS stands for Indian State Broadcasting \_\_\_\_\_.  
(Station, Service, Series.)

(d) Prasar Bharati was established in \_\_\_\_\_.  
(1995, 1996, 1997.)

2 (a) E-Magazine stands for \_\_\_\_\_ magazine.  
(Electric, Electronic, Elementary.)

(b) \_\_\_\_\_ is the oldest form of electronic media.  
(Television, Radio, Multimedia.)

(c) \_\_\_\_\_ space is a social networking site.  
(Your, My, His.)

(d) FM stands for frequency \_\_\_\_\_.  
(Media, Modulation, Method.)

3 (a) EMRC stands for Educational Media Research \_\_\_\_\_.  
(Circle, Centre, Cycle.)

(b) DTH stands for direct to \_\_\_\_\_.  
(Home, House, Hotel.)

(c) *Mass Communication in India* is written by \_\_\_\_\_.  
(J.V. Vilanilam, Nalini Singh, Kuldip Nayyar.)

(d) *Kissa Kursi Ka* was a \_\_\_\_\_ Satire.  
(Political, Social, Cultural.)

(3 × 1 = 3 weightage)

Turn over



II. Answer any *nine* of the following in two or three sentences each :

- 4 BBC.
- 5 Ethics of telecasting.
- 6 Satellite Television.
- 7 T.V. Serials.
- 8 Reality Shows.
- 9 Media writing.
- 10 Facebook.
- 11 You Tube.
- 12 CATV.
- 13 Twitter.
- 14 New Media.
- 15 Radio news interview.

(9 × 1 = 9 weights)

III. Answer any *seven* of the following in about 100 words each :

- 16 Types of electronic media.
- 17 Radio as a mass medium.
- 18 Telefilms.
- 19 Webwriting.
- 20 E-Journal.
- 21 Documentaries.
- 22 Social Networking.
- 23 Internet.
- 24 Radio Jockeys.
- 25 FM radio.

(7 × 2 = 14 weights)

IV. Write an essay of about 300 words on any *one* of the following :—

- 26 Electronic media and their impact on society.
- 27 Portrayal of women on television.

(1 × 4 = 4 weights)