

C 21313

(Pages : 2)

Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2017

(CUCBCSS-UG)

Functional English

FEN 6B 12—FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- 1 (a) All India Radio introduced the first daily news bulletin in _____.
(1936, 1940, 1944).
- (b) FM stands for frequency _____.
(Modulation, Movement, Medium).
- (c) _____ is India's first indigenous soap opera.
(Humlog, Buniyaad, Khandaan).
- (d) DTH stands for direct to _____.
(Hand, Home, Height).
- 2 (a) EMRC stands for _____ media research centre.
(Educational, Enlightened, Elegant).
- (b) _____ is the oldest form of electronic media
(Television, Radio, Taperecorder).
- (c) Television was invented by _____.
(John Logie Baird, Joseph Addison, Issac Newton).
- (d) Morse code was invented by _____ Morse.
(Richard, Samuel, Henric).
- 3 (a) _____ news interview is the shortest interview.
(Radio, Television, Twitter).
- (b) Encoding is the act of _____ a message.
(Sending, Producing, Receiving).
- (c) Doordarshan switched over to colour transmission on 15 August _____.
(1971, 1982, 1985).
- (d) _____ is a characteristic of media writing.
(Accuracy, Modulation, Frequency).

(12 × 1 = 12 marks)

Turn over

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

- | | |
|------------------------|----------------------|
| 4 ISBS. | 5 Radio drama. |
| 6 Prasar Bharati. | 7 NFDC. |
| 8 Communication. | 9 Documentaries. |
| 10 Radio jockeys. | 11 News bulletins. |
| 12 TV Commercials. | 13 Cable Television. |
| 14 Women on television | 15 Blogging. |

(9 × 2 = 18 marks)

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

- | | |
|------------------------------|--------------------------|
| 16 AIR. | 17 Radio as mass medium. |
| 18 Radio scripting. | 19 Editing. |
| 20 Basic features of E-book. | 21 Social network. |
| 22 Media convergence. | 23 Phone in programmes. |
| 24 TV serials. | 25 New Media. |

(6 × 5 = 30 marks)

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

- 26 Electronic media.
- 27 New trends in Radio programmes.
- 28 Television as a mass medium.
- 29 Role of Functional English in New Media.

(2 × 10 = 20 marks)