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Name: .....

Reg.No: .....

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2024**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U FEN6 B12 - ELECTRONIC MEDIA**

(Functional English - Core Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

**Part A** (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What is meant by 'writing for the ear'?
2. What is the basic recommendation of Verghese Committee regarding broadcasting?
3. What is OTT?
4. Why is radio called a 'cheap medium'?
5. List the advantages of using actualities.
6. Explain FM radio.
7. What is storyboard?
8. When does a camera man employ Law Angle shot?
9. What do you mean by Montage in Television Programming?
10. Explain with an example "contact questions" in an interview.
11. Back Light.
12. Define New Media.
13. Write any two disadvantages of Media convergence.
14. Reverse blog.
15. CPA

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Examine the importance of the External Services Division of All India Radio.

17. Distinguish between traditional media and New media.
18. There is nothing to see in radio. How has radio changed this drawback into an advantage?
19. Discuss the factors to be considered before making a radio programme.
20. Explain the functions of television.
21. Briefly narrate the impact of T V talk shows.
22. Explain in detail the merits and demerits of e journals.
23. What are the primary functions of a P R?

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

Answer any *two* questions. Each question carries 10 marks.

24. Discuss in detail the history of Television with special reference to Indian Television.
25. What are the rules to be followed while scripting radio news?
26. Discuss in general reality shows in television programmes.
27. Discuss in detail advantages and disadvantages of internet and new media.

**(2 × 10 = 20 Marks)**

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