

17U301

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Name:

Reg No:.....

THIRD SEMESTER B.A./B.Sc./B.S.W. DEGREE EXAMINATION, NOVEMBER 2018

(Supplementary/Improvement)

(CUCBCSS - UG)

CC15U ENG3 A05 - NATIVE MEDIA IN ENGLISH

(English – Common Course)

(2015 & 2016 Admissions)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following bunches of questions:-

1. The Occupy Wall Street movement became successful due to _____.
a. Print media b. Sound media c. Social media d. Visual media
2. UNESCO has recognised Narlikar with _____ award.
a. Ashoka b. Kalinga c. Einstein d. Ramanujan
3. Expand NRHM
a. Nationwide Rural Health Mission b. Nation's Rural Health Monitor
c. National Rural Health Mission d. None of these
4. Break the Silence episode of *Satyamev Jayate* deals with
a. Untouchability b. Child abuse
c. Medical malpractice d. None of these.
5. _____ is the only voluntary organisation of doctors of modern scientific system of medicine.
a. Indian Medical Association b. International Medical Association
c. Medical Council of India d. None of these
6. Who is the founder of Declare Dignity?
a. M.K Gandhi b. Bill Gates c. Mother Theresa d. Donna Hicks
7. The poem *Bosom Friend* is by _____.
a. Kamala Das b. Dilip Chitre c. Hira Bansode d. K Satchidanandan
8. The Pathrakkadavu project was expected to be in _____.
a. Sunderbans b. Great Indo Gangetic Plain
c. Chambal forest d. Silent Valley
9. What is narcissurfing?
a. Searching the web for narcissus
b. Searching the web for people who are narcissists
c. Searching the web about yourself
d. None of these.

10. _____ is a term which refers to instrumental use of IM and mobile phones to coordinate a meeting by allowing individuals to adjust and readjust time.

- a. Schedule
b. Coordinate
c. Micro-coordination
d. Reschedule

(10 x 1 = 10 Marks)

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

11. What did the Egyptian God Thoth comment about the invention of memory?
12. What is Avahan?
13. What is the Act for protection of children in India?
14. What are the objectives of Medical Council of India?
15. What is intrusion value?
16. Comment on the disadvantages of advertising on TV.
17. What is the name of the river mentioned in the documentary film *Only an Axe Away*?
18. Who are called digital natives?
19. What is 'clutter'?
20. Who is a social actor?
21. What are the three C's to be considered when writing online?
22. How has google transformed from being a noun to a verb?

(10 x 2 = 20 Marks)

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

23. Comment on Narlikar's relationship with Forster.
24. Why did Bill Gates choose HIV and Polio as his priority areas in India?
25. Write a short note caste system in India.
26. How has the Zoozoos made an impact in the advertisement arena?
27. Compare Google with other search engines.
28. Justify the title *only an Axe Away*.

(4 x 5 = 20 Marks)

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

29. Write your views on the new generation of media recipients.
30. Critically comment on any of the issues dealt with in Satyamev Jayate episodes.
31. Internet as culture and cultural artefact.
32. What are the etiquettes to be followed in writing on social media?

(2 x 15 = 30 Marks)
