

18U301

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Name: .....

Reg. No. ....

**THIRD SEMESTER B.A/B.Sc./BSW DEGREE EXAMINATION, NOVEMBER 2019**

(Supplementary)

(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 questions by choosing the correct answer. Each question carries 1 mark.

1. The expansion of NRHM is
  - a) Natal Rate Health Mission
  - b) Nationalist Revolutionary Home Movement
  - c) National Revolutionary Health Mission
  - d) National Rural Health Mission
2. What is TRP for television programmes?
  - a) Technical Rowing Purpose
  - b) Television Rating Point
  - c) Target Row Programme
  - d) Technological Rim Point
3. Protection of Children from Sexual Offences Act was enacted in the year
  - a) 2010
  - b) 2012
  - c) 2000
  - d) 2005
4. Which among the following is a book of Jawaharlal Nehru?
  - a) The Discovery of India
  - b) My Experiments with Truth
  - c) Passage to India
  - d) The Coming Age
5. Which among the following is *not* part of AYUSH?
  - a) Allopathy
  - b) Unani
  - c) Homeopathy
  - d) Ayurveda
6. Who is the founder of 'Declare Dignity'?
  - a) Arjun Mehtra
  - b) Jawaharlal Nehru
  - c) Donna Hicks
  - d) Romila Thapar
7. *Break the Silence* is on
  - a) Child labour
  - b) Child sexual abuse
  - c) Child marriage
  - d) Caste system
8. The three C's when writing online are
  - a) Call, clear, call
  - b) Call, Commission, Concise
  - c) Clear, concise, consistent
  - d) Clear, Call, Code
9. UGC means
  - a) User- Generated Content
  - b) Using Government Content
  - c) United Government Content
  - d) Universe Generated Comment

10. *Satyamev Jayate* means

- |                         |                        |
|-------------------------|------------------------|
| a) Truth alone triumphs | b) Truth means victory |
| c) Truth and victory    | d) Truth wins          |

(10 x 1 = 10 Marks)

II. Answer any *ten* of the following in a sentence or two. Each question carries 2 marks.

11. What is Digital Divide?
12. Explain the term 'dignity'.
13. Who is a social actor?
14. What is Avahan?
15. Define the term 'untouchability'.
16. What is meant by 'intrusion value'?
17. What is 'Pathrakadavu Project'?
18. Explain 'space-age' superstitions.
19. What is 'search' according to Steve Cohen?
20. What are the fonts preferred for websites?
21. Comment on the disadvantages of advertising on television.
22. What did Pandit Jawaharlal Nehru expect from Indian people?

(10 x 2 = 20 Marks)

III. Answer any *four* of the following in a paragraph. Each question carries 5 marks.

23. Explain technological determinism.
24. What is meant by the 'fear of the Microsoft'?
25. Write a short note on Indian attitude towards science.
26. Write a short note on advertisements as trendsetters.
27. Write your observation of medical practice in Kerala.
28. What are the points to remember when writing for websites?

(4 x 5 = 20 Marks)

IV. Write an essay on any *two* of the following in 300 words. Each question carries 15 marks.

29. Write an essay on the importance of writing online.
30. 'Live in a clean and beautiful environment'. Comment.
31. Discuss Narlikar's views on the present day's youth being more superstitious.
32. Critically comment on any one of the issues dealt with in "Satyamev Jayate" episodes.

(2 x 15 = 30 Marks)

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