

**16U643**

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Name: .....

Reg. No.....

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2019**

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

**CC15U FEN6 B12 - FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA**

Functional English–Core Course

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following bunches of questions:

1. (a) \_\_\_\_\_ is a real time information network.  
(Twitter, Facebook, Blog)
- (b) IPTV stands for Internet \_\_\_\_\_ television.  
(Powered , Protocol, Part )
- (c) \_\_\_\_\_ refers to a single point in a graphic image.  
(particle, pixel, pierce)
- (d) HDMI stands for High Definition Multimedia \_\_\_\_\_ .  
(Internet, Interpol, Interface)
2. (a) \_\_\_\_\_ is a framing technique that captures the head and shoulders of the subject.  
(close –up, extreme close –up, long shot)
- (b) \_\_\_\_\_ is considered the inventor of Television.  
(Marconi, Logie Baird, Newton)
- (c) CATV stands for \_\_\_\_\_ Antenna Television.  
(Cable, Community, Communication)
- (d) \_\_\_\_\_ is known for Wireless Telegraphy.  
(Marconi, Morse, Edison)
3. (a) Set-Top Boxes receive signals directly from the \_\_\_\_\_ in DTH.  
(Satellite, Cable, Server)
- (b) \_\_\_\_\_ is the author of ‘An Introduction to Digital Media.’  
(Feldman, White, Vilanilam)
- (c) The earliest method of Radio Broadcasting was \_\_\_\_\_ .  
(FM, AM, DAB)
- (d) \_\_\_\_\_ news interview is the shortest interview.  
(Radio, TV, Twitter)

**(12 x 1 = 12 Marks)**

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

- |                   |                      |
|-------------------|----------------------|
| 4. Blogs.         | 10. Set –Top Box.    |
| 5. Facebook.      | 11. F M Radio.       |
| 6. Radio Jockeys. | 12. Radio Scripting. |
| 7. HDTV           | 13. E – Books.       |
| 8. New Media.     | 14. Profile Writing. |
| 9. You Tube.      | 15. DD               |

**(9 x 2 = 18 Marks)**

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

- |                        |  |
|------------------------|--|
| 16. Media Convergence. | 22. Online Journals.                         |
| 17. Internet TV        | 23. DTH                                      |
| 18. Tele films.        | 24. Technical Writing.                       |
| 19. Phone –in shows.   | 25. Characteristics of Broadcast<br>Writing. |
| 20. History of AIR     |  |
| 21. Cable TV           |  |

**(6 x 5 = 30 Marks)**

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

26. New Media and Social Networking.
27. Latest Trends in TV Programs.
28. Radio as a Mass Medium.
29. Types of Electronic Media.

**(2 x 10 = 20 Marks)**

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