

25U237

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UENG2MN102 - PROFESSIONAL SKILLS IN MEDIA PRESENTATION

(English Language and Literature - Minor Course)

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer **all** questions. Each question carries 3 marks.

1. What are the benefits of live streaming? [Level:1] [CO1]
2. Discuss the concept of a panel discussion. [Level:2] [CO2]
3. Name some software used in radio stations. [Level:2] [CO3]
4. Examine Zoom as a virtual presentation tool. [Level:3] [CO4]
5. Write any two advantages and two disadvantages of webinars. [Level:1] [CO1]
6. Describe some essential skill requirements of a sports anchor. [Level:2] [CO2]
7. List the engagement techniques employed by radio presenters. [Level:2] [CO3]
8. Assess the use of gender-neutral language. [Level:3] [CO4]
9. What is Virtual Reality? [Level:1] [CO1]
10. Name some delivery techniques in presentation to captivate audience. [Level:1] [CO1]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer **all** questions. Each question carries 6 marks.

11. How does the use of humour help boost a presentation? [Level:1] [CO1]
12. Discuss the advantages of a teleprompter in anchoring. [Level:2] [CO2]
13. Describe the essential skills to be procured by a communicator to achieve sonority. [Level:2] [CO3]
14. Examine various types of virtual background tools. [Level:3] [CO4]

15. How does personal branding improve your reach on social media? [Level:1] [CO1]
16. Explain what a news anchor can do to stop spreading misinformation. [Level:2] [CO2]
17. Brief the history of radio. [Level:2] [CO3]
18. Examine how to overcome the challenges of impersonal experience and lack of emotional connection in virtual presentations. [Level:3] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any ***one*** question. The question carries 10 marks.

19. Discuss how should one prepare oneself for a career in anchoring. [Level:2] [CO2]
20. Draft an anchoring script for welcoming the audience, setting ground rules, and announcing winners at a storytelling competition. [Level:3] [CO4]

(1 × 10 = 10 Marks)
