

**23U647**

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Name: .....

Reg.No: .....

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2026**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19UFEN6B12 - 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. Explain SITE.
2. Explain New Media.
3. What is IPTV?
4. Why is radio called a 'cheap medium'?
5. Describe sound effects.
6. Mention any two advantages of radio over other mass media.
7. What makes television images more memorable?
8. What is Camera Script?
9. Medium shot.
10. News Agency.
11. Define Hard news interview.
12. Assimilation.
13. Who coined the term 'global village'?
14. Define Edublogs.
15. Floating ad.

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

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

16. What are the advantages of using actualities?

17. Prasar Bharathi.
18. Compare and contrast radio and television.
19. Radio scripting.
20. Write a brief note on Editing in Television programming.
21. Write briefly on major flaws in T V talk shows.
22. Write a short note on the impact of digital journalism.
23. Discuss major characteristics of e journal.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. Compare and contrast electronic media and print media.
25. Radio drama is a format that includes all the three ingredients of radio. Exemplify.
26. Explain in detail with placements sketches the formula lighting system.
27. Discuss elaborately the major qualities of a PRO.

**(2 × 10 = 20 Marks)**

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