

24U241

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Name : .....

Reg. No : .....

**SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2025**

(FYUGP)

**CC24UENG2MN102 - PROFESSIONAL SKILLS IN MEDIA PRESENTATION**

(English Language and Literature - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A** (Short answer questions)

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

1. Define persuasion. [Level:1] [CO1]
2. Explain PCR. [Level:2] [CO2]
3. List the engagement techniques employed by radio presenters. [Level:2] [CO3]
4. List a few visual engagement tools. [Level:3] [CO4]
5. Name some delivery techniques in presentation to captivate audience. [Level:1] [CO1]
6. Identify the skillsets necessary for an anchor. [Level:2] [CO2]
7. Identify any three types of podcasts. [Level:2] [CO3]
8. Explain screen fatigue. [Level:3] [CO4]
9. How do you ensure that a computer crash or a technical issue does not affect your presentation? [Level:1] [CO1]
10. How does personal branding enhance one's credibility? [Level:1] [CO1]

**(Ceiling: 24 Marks)**

**Part B** (Paragraph questions/Problem)

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

11. What is the scope of Virtual Reality in today's world? [Level:1] [CO1]
12. Explain the characteristic features of a news reader. [Level:2] [CO2]
13. Write about the importance of time management in radio presentations. [Level:2] [CO3]
14. Evaluate the significance of virtual media platforms in the wake of floods and pandemic situations. [Level:3] [CO4]
15. How is asynchronous speaking different from synchronous speaking? [Level:1] [CO1]

16. Discuss the features of a panel discussion. [Level:2] [CO2]
17. Describe the essential skills to be procured by a communicator to achieve sonority. [Level:2] [CO3]
18. Assess how to use inclusive language effectively in presentations. [Level:3] [CO4]
- (Ceiling: 36 Marks)**

**Part C** (Essay questions)

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

19. Explain the role of teleprompter in news presentation. [Level:2] [CO2]
20. Draft a script for the welcome note, introducing a surprise segment, and inviting feedback from the audience at an inter-collegiate sports event. [Level:3] [CO4]

**(1 × 10 = 10 Marks)**

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