

SIXTH SEMESTER B.A./B.Sc. DEGREE EXAMINATION, MARCH 2020

(CUCBCSS—UG)

Functional English

FEN 6B 12—FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions. Each question carries 2 marks :

(a) 1 ——— is the exact reproduction of the original.

(Facsimile, Copy, Document).

2 ISBS stands for Indian State Broad Costing ———.

(Series, Service, Server).

3 Radio drama is a story told through ——— alone.

(Image, Sound, Visuals).

4 Prasar Bharati was established in ———.

(1995, 1996, 1997).

(b) 5 '———' is India's first indigenous soap opera.

(Humlog, Buniyad, Khaandan).

6 ——— is associated with Wireless Telegraphy.

(Morse, Marconi, Edison).

7 CBFC stands for ——— Board of Film Certification.

(Central, Censor, Chief).

8 ——— are factual and informational

(Serials, Documentaries, Telefilms).

Turn over

(c) 9 BBC Stands for British Broad casting ———.

(Corporation, Centre, Corporate).

10 *Digital Media : An Introduction* is a work by ———.

(Richard L. Lewis, M.L. Stein, Tony Feldman).

11 DAB Stands for ——— Audio Broad casting.

(Digital, Deep, Dense).

12 *Kamasutra* is a film by ———.

(Mira Nair, Anjali Menon, Deepa Nair).

(12 × 1 = 12 marks)

II. Answer any *nine* of the following in two or three sentence each. Each question carries 2 marks :

13 Documentaries.

14 Radio talks.

15 TV Commercials.

16 Cable Television.

17 Blogging.

18 AIR.

19 Reality Shows.

20 Feedback.

21 Ghost Writer.

22 News editor.

23 Web Radio.

24 Radio Jockey.

(9 × 2 = 18 marks)

II. Answer any *six* of the following in about 100 words each. Each question carries 5 marks :

25 New Media.

26 AIR.

- 27 Radio Interviews.
- 28 Phone-in Programmes.
- 29 Women in TV advertisements.
- 30 Children's Programmes on Radio.
- 31 TV as a mass medium.
- 32 Basics of TV programme production.
- 33 Educational programmes on TV.
- 34 Web writing.

(6 × 5 = 30 marks)

IV. Answer any *two* of the following in about 300 words each. Each question carries 10 marks :

- 35 Electronic media.
- 36 Radio as a mass medium.
- 37 Social media.
- 38 New Media and Functional English.

(2 × 10 = 20 marks)