

C 20761

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Name.....

Reg. No.....

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

Functional English

FEN 6B 12—ELECTRONIC MEDIA

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least **ten** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is a radio drama ?
2. Define PR.
3. Explain the term advertisement.
4. What is media convergence ? Explain with examples.
5. What is a news bulletin ?
6. Give a note on blogs.
7. Is Online Journalism and Blogging same ?
8. State few predominant tv program formats.
9. Give a note on radio Phone-in programs.
10. What are the disadvantages of online journalism ?
11. List the benefits of electronic media.
12. What is IPTV ?
13. Who is a radio jockey ?
14. Explain AIR.
15. **What are radio commercials ?**

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Discuss the Pros and Cons of E-Journals.
17. State the differences in advertisements scripts written for television and radio.
18. Is Public Relations and Advertisements the same ? Discuss with examples.
19. State the differences in writing for the web and writing for broadcast.
20. Discuss the characteristics of broadcast writing.
21. Derive the difference between radio drama and radio documentary.
22. Explain the difference in the language style of both television and radio.
23. What are the basics of a television programme production ?

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. The characteristics of the radio jockey play a major role in effective content delivery and reach. Argue.
25. Enumerate the history of AIR.
26. Discuss the impacts created by new media and traditional media on covering the same event.
27. Explain the role of advertisement and its desirable characteristics.

(2 × 10 = 20 marks)