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(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER (CUCBCSS—UG) [SPECIAL] EXAMINATION
NOVEMBER 2018

English

ENG 3A 05—NATIVE MEDIA IN ENGLISH

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :—

- 1 Swift-Tuttle' is :
 - (a) An aircraft.
 - (b) A satellite.
 - (c) A comet.
 - (d) An Asteroid.
- 2 The theme of Hira Bansode's poem 'Bosom Friend' is :
 - (a) Gender issue.
 - (b) Child Abuse.
 - (c) Discrimination based on caste.
 - (d) Female feticide.
- 3 What is philanthropy ?
 - (a) Quality of being economical with money.
 - (b) The state of completely lacking in a particular good quality.
 - (c) The desire to promote the welfare of others especially through charity.
 - (d) Extreme unwillingness to spend money.
- 4 According to Steve Cohen 'Search' is :
 - (a) Finding solutions.
 - (b) Indexing and Retrieval.
 - (c) Referring and Gathering.
 - (d) None of the above.
- 5 The term 'google' comes from :
 - (a) Googol.
 - (b) Gogol.
 - (c) Google.
 - (d) None of these.
- 6 Which of the following does not belong to the three C's of writing online :
 - (a) Clear.
 - (b) Concise.
 - (c) Consistent.
 - (d) Confront.

Turn over

- 7 Jayanth Vishnu Narlikar is :
- (a) A physicist. (b) An astrophysicist.
(c) An astronomer. (d) An engineer.
- 8 The Silent Valley Movement was in :
- (a) 1956. (b) 1951.
(c) 1954. (d) 1958.
- 9 Sans serif means :
- (a) Without feet. (b) Without stress.
(c) With accent. (d) None of the above.
- 10 Shashi Kumar's film *Kaya Taran* is based on the short story :
- (a) 'The Political Murder'. (b) 'The Cleft'.
(c) 'When Big Tree Fall'. (d) 'The Tiger in the House'.

(10 × 1 = 10 marks)

II. Answer in a sentence or two any ten questions :—

- 11 Why is convergence of the media a mutating concept ?
- 12 What is meant by 'space -age' superstitions ?
- 13 Name two pharmaceutical industries in the country.
- 14 What are the three C's to be considered when writing online.
- 15 How is science different from scientific temper ?
- 16 What is meant by clutter ?
- 17 What are the disadvantages of advertising on TV ?
- 18 Who is a social actor ?
- 19 Why is abbreviation not advisable for writing online ?
- 20 What is UGC ?
- 21 What is a 'search' according to Steve Cohen ?
- 22 Why is it important to craft positive status update ?

(10 × 2 = 20 marks)

II. Answer any *four* of the following questions in a *paragraph* of 100 words :

- 23 Write a short note on Indian attitude towards science ?
- 24 Write a short note on comet Swift- Tuttle in 2126.
- 25 According to Narlikar, what are the differences between the past and present generation ?
- 26 Justify the title *Only an Axe Away*.
- 27 Write a short note on technological determinism ?
- 28 Write a short note on the digital divide in India.

(4 × 5 = 20 marks)

V. Answer any *two* of the following questions in 300 words :

- 29 Write an essay on the role of videos in geopolitical unrest.
- 30 Write an essay on the impact of television commercials on the youth in India.
- 31 Write an essay on the importance of writing online.
- 32 How does the convergence of media affect our lives ?

(2 × 15 = 30 marks)