

C 60246-A

(Pages : 8)

Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2019

(CUCBCSS)

English

ENG 6B 04—WRITING FOR THE MEDIA

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

ENG 6B 04—WRITING FOR THE MEDIA
(Multiple Choice Questions for SDE Candidates)

1. Encoding is :
 - (A) Making a message.
 - (B) Delivery of message.
 - (C) Understanding the message.
 - (D) Interpreting a message.
2. The diversity of audience is characterized by :
 - (A) Group communication.
 - (B) Interpersonal communication.
 - (C) Intrapersonal communication.
 - (D) Mass Communication.
3. The origin of print media can be traced back to :
 - (A) Indus Valley Civilization.
 - (B) Harappa Civilization.
 - (C) Roman Civilization.
 - (D) American Civilization.
4. The movable types were initially made of :
 - (A) Paper materials.
 - (B) Rubber materials.
 - (C) Plastic materials.
 - (D) Ceramic materials.
5. The first English language book to be printed in England is :
 - (A) *Dictes or Sayengis of the Philosophres.*
 - (B) *Recuyell of the Historyes of Troye.*
 - (C) *Dictes or Sayengis of the Troyed.*
 - (D) *Recuyell of the Historyes of the Philosophers.*
6. Who printed the first English language book in England ?
 - (A) William Caxton.
 - (B) Guttenberg.
 - (C) Frederic Jameson.
 - (D) None of these.
7. Oxford Gazette was later known to be :
 - (A) London Gazette.
 - (B) Cambridge Gazette.
 - (C) Oxbridge Gazette.
 - (D) London Newspaper.

8. The first daily newspaper in English is :
- (A) London Gazette. (B) Daily Courant.
(C) Oxford Gazette. (D) None of these.
9. By line of a news story consists of :
- (A) The name of the reporter. (B) The time of the news writing.
(C) The place of the event occurred. (D) Any of these.
10. The conscience of a newspaper is its :
- (A) Articles. (B) Middles.
(C) Features. (D) Editorial.
11. The Press Release is also called :
- (A) News story. (B) Press Conference.
(C) Hand outs. (D) None of these.
12. Golden period of radio is :
- (A) 1920s–1950s. (B) 1880s–1900s.
(C) 1900s–1920s. (D) 1960s–1980s.
13. ISBS is renamed as AIR in :
- (A) 1947. (B) 1937.
(C) 1936. (D) 1946.
14. The first radio programme in India was broadcasted in :
- (A) 1923. (B) 1925.
(C) 1921. (D) 1927.
15. AkashvaniBhavan is located in :
- (A) Mumbai. (B) Calcutta.
(C) Chennai. (D) New Delhi.

Turn over

16. The national service of AIR started in :
- (A) 1958. (B) 1968.
(C) 1978. (D) 1988.
17. The foreign service of AIR started in :
- (A) 1947. (B) 1937.
(C) 1949. (D) 1939.
18. The foreign service of AIR was started to resist the propaganda directed against _____.
- (A) Nepal. (B) Pakistan.
(C) China. (D) Afghanistan.
19. The External Service Division of AIR broadcasts in total of _____ languages.
- (A) 45. (B) 27.
(C) 15. (D) 10.
20. AIR broadcasts in _____ Indian languages.
- (A) 17. (B) 15.
(C) 12. (D) 13.

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English

ENG 6B 04—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- 1 Who does not belong to any journalistic organisational structure ?
 - (a) Reporter.
 - (b) Correspondent.
 - (c) Freelancer.
 - (d) Editor.
- 2 The conscience of a newspaper is its :
 - (a) Articles.
 - (b) Middles.
 - (c) Features.
 - (d) Editorial.
- 3 The process of corrections performed by the Sub-editor is known as :
 - (a) Proof reading.
 - (b) Profile writing.
 - (c) Copy editing.
 - (d) Subbing.
- 4 A film short in length focusing more on descriptions than dialogues :
 - (a) Documentary.
 - (b) News Reel.
 - (c) Podcast.
 - (d) Feature.
- 5 A short film of news and current affairs made for showing as part of the programme in a cinema :
 - (a) Skit.
 - (b) News Reel.
 - (c) Feature.
 - (d) None of the above.
- 6 A metaphor used by journalists and other writers to illustrate how information should be structured :
 - (a) Pyramid.
 - (b) Copy editing.
 - (c) Inverted Pyramid.
 - (d) None of the above.

Turn over

- 7 A short comedy sketch or piece of humorous writing, especially a parody :
- (a) Anecdote. (b) News cast.
(c) Skit. (d) None of the above.
- 8 Small advertisements placed in a newspaper and organised in categories :
- (a) Documentary. (b) Classifieds.
(c) Lead. (d) Interview.
- 9 A title or brief explanation accompanying an illustration, cartoon or poster :
- (a) Angle. (b) Credit line.
(c) Anecdote. (d) Caption.
- 10 What is the advantage of advertisements ?
- (a) Inform well of product quality.
(b) A big source of income for print and electronic media.
(c) Promotes economic growth.
(d) All of the above.

(10 × 1 = 10 marks)

II. Answer any *ten* of the following questions in two or three sentences :

- 11 What are the contents of a Newspaper ?
- 12 What are the essential components of a News story ?
- 13 Distinguish between Hard news and Soft news.
- 14 What are the Personality Features in Radio broad casting ?
- 15 Define Field Interview.
- 16 Explain Readability.
- 17 What is a Commercial ?
- 18 What is meant by Anchoring ?
- 19 What is an E-magazine ?
- 20 Define Caption writing.
- 21 What is a Brochure ?
- 22 What are the Five 'W's and 'H' of writing ?

(10 × 2 = 20 marks)

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

- 23 Mention some of the functions of the editor.
- 24 Write a short note on Article writing.
- 25 Write a short note on Radio Jockeying.
- 26 What are the disadvantages of Digital media ?
- 27 Elaborate the advantages of Advertisements.
- 28 Explain Media stylistics.

(4 × 5 = 20 marks)

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

- 29 What are the basic aspects for writing for Print Media ?
- 30 Elaborate in detail about the advantages and disadvantages of the Radio medium.
- 31 Discuss writing for Digital Media.
- 32 Explain in detail about Promotional Literature and its various types.

(2 × 15 = 30 marks)