

D 40231-A

(Pages : 3)

Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH/APRIL 2018

(CUCBCSS—UG)

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. AIR started to be known as Akashvani since :
(A) 1954. (B) 1955.
(C) 1956. (D) 1957.
2. Prasar Bharati is founded in :
(A) 1935. (B) 1955.
(C) 1930. (D) 1950.
3. The foreign service of AIR was started by :
(A) United Nations. (B) Government of India.
(C) British Government. (D) None of these.
4. The foreign service of AIR was started to resist the propaganda directed against _____.
(A) Nepal. (B) Pakistan.
(C) China. (D) Afghanistan.
5. 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.
6. An editorial presents the policy of :
(A) Public. (B) Government.
(C) The news paper itself. (D) Readers.
7. Who does not belong to any journalistic organizational structure :
(A) Reporter. (B) Correspondent.
(C) Freelancer. (D) Editor.

8. Golden period of radio is :
- (A) 1920s-1950s. (B) 1880s-1900s.
(C) 1900s-1920s. (D) 1960s-1980s.
9. ISBS is renamed as AIR in :
- (A) 1947. (B) 1937.
(C) 1936. (D) 1946.
10. The first radio programme in India was broadcasted in :
- (A) 1923. (B) 1925.
(C) 1921. (D) 1927.
11. Who popularized the Printing in England with his printing press ?
- (A) William Caxton. (B) Guttenberg.
(C) Gottlob Koeing. (D) None of them.
12. *Recuyell of the Historyes of Troye* is the ——— book to be printed in English.
- (A) First. (B) Second.
(C) Third. (D) None of them.
13. Who printed the first English language book in England ?
- (A) William Caxton. (B) Guttenberg.
(C) Frederic Jameson. (D) None of these.
14. *Oxford Gazette* was later known to be :
- (A) *London Gazette*. (B) *Cambridge Gazette*.
(C) *Oxbridge Gazette*. (D) *London Newspaper*.
15. The first daily newspaper in English is :
- (A) *London Gazette*. (B) *Daily Courant*.
(C) *Oxford Gazette*. (D) None of these.

Turn over

16. A code is considered as :
- (A) Channel. (B) Message.
(C) Encoding. (D) Decoding.
17. Internal monologues within a person is a form of :
- (A) Group communication. (B) Interpersonal communication.
(C) Intrapersonal communication (D) Mass Communication.
18. The delayed feedback is a feature of :
- (A) Group communication. (B) Interpersonal communication.
(C) Intrapersonal communication (D) Mass Communication.
19. Bi Sheng belongs to :
- (A) Italy . (B) Germany.
(C) China. (D) USA.
20. Invention of the mechanical movable types were invented by :
- (A) Guttenberg. (B) Plato.
(C) Einstein. (D) Isaac Newton.

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH/APRIL 2018

(CUCBCSS—UG)

English

ENG 6B 04—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions. Each question carries 1 mark :

1 Which of the following is relatively inexpensive to use ?

- (a) Newspaper.
- (b) TV.
- (c) Radio.
- (d) All of these.

2 Sport the odd one :

- (a) Summary lead.
- (b) Question lead.
- (c) Quotation lead.
- (d) Dateline lead.

3 Which one is meant to provoke curiosity ?

- (a) By-line.
- (b) Contrast lead.
- (c) Teaser lead.
- (d) All of these.

4 Which of the following originated in China ?

- (a) Print.
- (b) TV.
- (c) Radio.
- (d) All of these.

5 What is "Voice of the newspaper" ?

- (a) Features.
- (b) Interview.
- (c) Editorial.
- (d) None of these.

6 Readers can communicate through :

- (a) Op-ed.
- (b) Ads.
- (c) Letters to the editor.
- (d) None of these.

Turn over

- 7 Who made the first news reel ?
- (a) Robert Dane. (b) James Reeves.
(c) Charles Pathe. (d) Charles Boyle.
- 8 Tin Bearers and Lee invented :
- (a) World Wide Web. (b) Book Reader.
(c) Simulation (d) Fonts.
- 9 The History of Advertising can be traced to :
- (a) Chinese. (b) Greeks.
(c) Egyptians. (d) Romanians.
- 10 Golden age of Radio is :
- (a) 1930s to World War one. (b) 1920s.
(c) 1960s. (d) 1970s.

(10 × 1 = 10 marks)

II. Answer *ten* of the following questions in two *or* three sentences. Each question carries 2 marks :

- 11 What is negativity in a news story ?
- 12 Define "Credit line".
- 13 What is a periodical ?
- 14 Give example for an acronym and abbreviation.
- 15 What is a stinger ?
- 16 What are e-books ?
- 17 Name an E-zine.
- 18 What is the purpose of a blurb ?
- 19 What is media convergence ?
- 20 What is the importance of audience in communication ?
- 21 What are classifieds ?
- 22 Define propaganda.

(10 × 2 = 20 marks)

III. Answer *four* of the following questions in a paragraph of 100 words. Each question carries 5 marks :

- 23 Free-lancing.
- 24 Letters to the editor.
- 25 Educational blogs.
- 26 Write the profile of a Malayalam film actress of your choice.
- 27 Instant messaging.
- 28 Surrogate ads.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in 300 words. Each question carries 15 marks :

- 29 Write an essay on the origin and development of Print Media.
- 30 Features, scope and advantages of Visual media.
- 31 Different types of programmes on the Radio.
- 32 Write an essay on the means and functions of advertising in the present times.

(2 × 15 = 30 marks)