

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

English

ENG 3A 05—NATIVE MEDIA IN ENGLISH

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

1. 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)