



Reg. No. :

Name :

Third Semester B.A. Degree Examination, December 2017
(Career Related First Degree Programme Under CBCSS)
Group 2(a) : Journalism and Mass Communication and Video Production
Foundation Course – II
JC – 1321 : RADIO BROADCASTING
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer all questions each in 30 words :

(10×1=10 Marks)

- 1) Listenership survey.
- 2) Radio talk.
- 3) Indian Broadcasting Company.
- 4) Headphones.
- 5) Breaking News.
- 6) Dubbing.
- 7) Internet Radio.
- 8) Yuva Vani.
- 9) Postproduction.
- 10) Adobe Audition.

II. Write short notes, each not exceeding 60 words on any eight of the following :

(8×2=16 Marks)

- 11) AIR as a public broadcaster.
- 12) FX.
- 13) Satellite Radio.
- 14) AM and FM.
- 15) Interview Preparations.



- 16) Documentary.
- 17) Signature Tune.
- 18) Vividh Bharathi Service.
- 19) Radio spectrum.
- 20) Promo and PSA.
- 21) BBC.
- 22) Radio reporter.

III. Write short essays, **each not exceeding 120 words**, on **any six** of the following :
(6×4=24 Marks)

- 23) Headlines and Teaser.
- 24) Qualities of a news reader.
- 25) Malayalam Private FM Stations.
- 26) Running Commentaries.
- 27) Radio Drama.
- 28) Qualities of a news reader.
- 29) News Desk.
- 30) Types of Microphones.
- 31) Community radios.

IV. Write long essays on **any two** of the following : **(2×15=30 Marks)**

- 32) Discuss new trends and technologies in broadcasting.
 - 33) Explain essential elements in a news package.
 - 34) Discuss the evolution of radio in India.
 - 35) What are the writing techniques for radio ?
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Third Semester B.A./B.Sc. Degree Examination, December 2017
First Degree Programme under CBCSS
ENGLISH (Language Course)
EN 1311.1/EN 1311.3 Writing and Presentation Skills
(Common for B.A./B.Sc. & Career Related 2 (a))
(2015 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, **each** in a word or sentence.

A) Rewrite the following sentences correcting errors if any.

- 1) They discussed about the issue.
- 2) We are playing cricket every day.
- 3) Neither of the girls have left.
- 4) He is sleeping for two hours.
- 5) The box of chocolates are missing.

B) Write **one** synonym **each** for the following words.

- 6) discover
- 7) accomplish
- 8) elevate
- 9) cleanse
- 10) depict.

(1×10=10 Marks)

II. Answer **any eight**, **each** in a short paragraph of approximately 50 words.

- 11) How has information technology increased the scope of writing ?
- 12) How important is "punctuation" as an aspect of the mechanics of writing ?
- 13) What is "collocation" ?

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- 14) What is the difference between "functional writing" and "creative writing"?
- 15) What is the purpose of an outline?
- 16) What is 'editing' and how important is it?
- 17) Explain the structure of a 'paragraph'.
- 18) What is an expository paragraph?
- 19) What are the 'don'ts' in a concluding paragraph?
- 20) What are the features that characterise a narrative essay?
- 21) What are official letters and what are business letters?
- 22) Differentiate between 'chronological resume' and 'functional resume'.

(8x2=16 Marks)

III. Answer any six as directed.

- 23) Your college union has been conducting traffic safety awareness programmes for auto-rikshaw drivers, cab drivers and the general public during the current academic year. Prepare a brief report on these programmes to be published in the college magazine.
- 24) Write a letter to the editor of a newspaper on the need for the government to take stern action against those who spread false propaganda about the ongoing Measles Rubella vaccination drive.
- 25) The bus operators in your town do not allow students to enter buses parked in the bus stand until after all other passengers have boarded. Write a letter of complaint to the Regional Transport Officer asking him to initiate steps against such bus operators.
- 26) Prepare a questionnaire to be used in a survey on the rising number of two-wheeler accidents in your town.
- 27) You are a newspaper reporter. You are asked to interview a doctor in the city who has conducted many successful heart transplant surgeries. Prepare eight questions you would like to ask him.
- 28) What are the seven types of presentations?

- 29) Your school friend has sent you an email requesting your presence at a class reunion. However, you have to attend a job interview on that day and you will not be able to participate. Email him a reply informing him of your inability to attend the reunion.
- 30) How important is "body language" when you make a presentation ?
- 31) Write a precis of the following passage reducing the number of words to approximately one third.

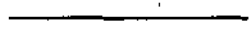
"A keen sense of humour is the hall mark of culture. When a person can crack a joke on himself, he raises himself at once in the estimation of his friends. There are people who can throw jokes at others, but never take one thrown against themselves. This one-way traffic is not really a high sense of good humour. It is the essence of humour that there should be give and takes in the process. Good humour is often the test of tolerance. A fanatic is incapable of good humour. He is tearing others to pieces fearing of getting himself torn all the time. Good humour defeats itself if there is malice in it, or is indulged in to hurt others. A joke should never hurt, otherwise it is no joke at all. A joke should make the person who makes it and the person who has to take it, laugh together. That is why tolerance and culture are the sources of every good joke".

(6×4=24 Marks)

IV. Answer any two as directed.

- 32) Attempt an essay on "the role of audio-visual media in education" in about 300 words.
- 33) Create content for 15 slides on the topic "India : Unity in Diversity".
- 34) Your name is Nivin. You have an M.B.A. degree from a prestigious university. You are applying for a job as Area Marketing Manager with a well-known company specialising in fast moving consumer goods. Prepare a resume and a covering letter.
- 35) You are the secretary of the town's library council. Prepare a report to be read out in the annual general body meeting of the members enlisting the activities and achievements of the library during the year 2015 – 16.

(2×15=30 Marks)



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**Third Semester B.A. Degree Examination, December 2017
(Career Related First Degree Programme Under CBCSS)
Group 2(a)**

**Journalism and Mass Communication and Video Production
Complementary Course – III
EN 1331.3 : CREATIVE WRITING
(2013 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer all questions, each in a word or sentence :

- 1) Who wrote the introduction to Tagore's *Gitanjali* ?
- 2) To which nationality does Wole Soyinka belong ?
- 3) Name the Hindi film adaptation of Shakespeare's *Hamlet*.
- 4) Who narrates most of the Sherlock Holmes stories ?
- 5) What is a sonnet ?
- 6) Who is the author of works like *The Invisible Man* and *The War of the Worlds* ?
- 7) For which work did Arundhati Roy win the Booker Prize ?
- 8) Name the most famous fictional character created by J.K. Rowling.
- 9) Name two fictional detectives created by Agatha Christie.
- 10) Name the investigative journalist who was awarded 2015 Nobel Prize for literature. (10×1=10 Marks)

II. Answer any eight, each in a short paragraph not exceeding 50 words.

- 11) What is rhyme ?
- 12) What is imagery ?
- 13) What is plot ?



- 14) What is a simile ?
- 15) What is an elegy ?
- 16) Effectiveness of flashbacks in fiction and film.
- 17) What is setting ?
- 18) What is new journalism ?
- 19) What is narrative poetry ?
- 20) Define Mock epic.
- 21) Explain subjective poetry.
- 22) List two characteristics of short stories.

(8×2=16 Marks)

III. Answer **any six, each** in a paragraph **not** exceeding **100** words.

- 23) What are the major elements of a film review ?
- 24) What are the reasons for the lasting appeal of animal stories for children ?
- 25) Explain science fiction and its impact on films.
- 26) Development and popularity of detective fiction.
- 27) Indian English fiction.
- 28) Explain two points of view employed in the narration of novels and short stories.
- 29) Impact of popular films on society.
- 30) Features of a good book review.
- 31) Children's fiction as a tool for imparting values and morals.

(6×4=24 Marks)

IV. Answer **any two, each** in about **300** words :

- 32) Review a recently released English movie.
- 33) Attempt a review of a recently published book in English.
- 34) Write short story that ends in the following sentences :

“When he felt that he was at a sufficiently safe distance, he stopped running. He was happy that it ended this way, without causing any harm and heaved a sigh of relief”.

35) Make a critical appreciation of the following poem :

(Hints : theme-analysis-metre and rhyme-figure of speech and other poetic devices-comments)

The children's departure
left at home
a glaring, terrifying void.
Once I built for them
play huts of palm leaves
but today they have palaces
to stay in.
Yes, my chores are done;
this world of mine resembles
a tidy rest house.
I do not have to tie
bootlaces
or embroider clothes.
I do not have to water plants
or wave a cane
to intimidate.
With a pen in hand
I sit facing a sunset
while a sense of loss
is astir within.
When Onams return
I am a shred of mist
moving over vast dining halls
resonant with sounds of mirth,
my movements mere rituals.
With tears I weave so often
a sublime world
safe to live in.

(2×15=30 Marks)

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**Third Semester B.A. Degree Examination, December 2017
(Career Related First Degree Programme Under CBCSS)
Group 2 (a)**

**Journalism and Mass Communication and Video Production
Vocational Course – IV**

**JC 1372 : INTRODUCTION TO TELEVISION PRODUCTION
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer all questions, each in a word or a maximum of 30 words : (10×1=10 Marks)

- 1) Expand STAR.
- 2) Broadcast historians refer to the 1950s as the _____ age of television.
- 3) _____ is important for the unity of the shot.
- 4) Who presents the BBC travel documentary series Great British Railway Journeys ?
- 5) Who plays the character Mick Carter in the BBC soap East Enders ?
- 6) Which show is TV's answer to the Guinness book of records ?
- 7) _____ light has the opposite effect.
- 8) _____ is the selection and ordering of shots and eliminate the unwanted visuals.
- 9) _____ sequence often combine numerous short with video effects and effect.
- 10) _____ directional light illuminates only a relatively small area with a distinct beam.

II. Write short notes, each not exceeding 60 words, on any eight of the following :
(8×2=16 Marks)

- 11) Aesthetic.
- 12) Times now.
- 13) CNNIBN.
- 14) Scene.



- 15) Medium.
- 16) Intensity.
- 17) Sync.
- 18) BGM.
- 19) Hertz.
- 20) Linear.
- 21) Explain Live programme.
- 22) Describe Computer Graphics.

III. Write short essays, each not exceeding 120 words, on any six of the following :
(6×4=24 Marks)

- 23) Various shot composition.
- 24) *Mise-en-scene*.
- 25) Three point lighting system.
- 26) Explain color correction.
- 27) External ambience.
- 28) Explain different types of mic pick-up pattern
- 29) Explain montage editing.
- 30) Explain white/black intensity.
- 31) Montage.

IV. Write long essay on any two of the following : (2×15=30 Marks)

- 32) Write a brief essay on the role of television as a medium in digital age.
 - 33) Explain the importance lighting indoor and outdoor shoots.
 - 34) Explain the various functions of Adobe Premier edit software.
 - 35) Describe the various stages of television production.
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**Third Semester B.A. Degree Examination, December 2017
(Career Related First Degree Programme under CBCSS)
Group 2(a)**

**JOURNALISM & MASS COMMUNICATION AND VIDEO PRODUCTION
Core Course – IV
JC 1341 : Magazine Journalism
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions **each** in **30** words.

(10×1=10 Marks)

- 1) Style Book
- 2) Freelancer
- 3) Advertorial
- 4) Readership Survey
- 5) Center Spread
- 6) Sky boxes
- 7) Travelogue
- 8) Vox pop
- 9) Reader's Digest
- 10) Imprint.

II. Write short notes, **each not exceeding 60** words on **any eight** of the following :

(8×2=16 Marks)

- 11) CMYK & RGB
- 12) Columns
- 13) Kalakaumudi
- 14) Academic Journals
- 15) Content Page
- 16) Photo feature



- 17) Life style magazines
- 18) Cover lines
- 19) Infographics.
- 20) Serif and Sans Serif
- 21) Editorial
- 22) Sports Star.

III. Write short essays, **each not exceeding 120 words**, on **any six** of the following. **(6×4=24 Marks)**

- 23) Yellow Journalism
- 24) E-magazine
- 25) Design Principles
- 26) Qualities of a Magazine Journalist
- 27) Profile feature
- 28) Principle of Book Review
- 29) Importance of Cover Design
- 30) Picture Selection for a magazine
- 31) Inverted Pyramid Style.

IV. Write long essays on **any two** of the following : **(2×15=30 Marks)**

- 32) Bring out the difference between newspaper and magazine features.
 - 33) Explain technical and non-technical factors of Magazine production.
 - 34) Select one general interest magazine and special interest magazine of your choice and elucidate the difference between them.
 - 35) Write a profile on **any one** :
 - Pope Francis
 - M. S. Dhoni
 - Aravind Kejriwal
 - Actor Salim Kumar.
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Core Course – IV
JC 1341 : Magazine Journalism
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- 14) Academic Journals
- 15) Content Page
- 16) Photo feature



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Third Semester B.A. Degree Examination, December 2017
(Career Related First Degree Programme Under CBCSS)
Group 2(a)
Journalism and Mass Communication and Video Production
Vocational Course – III
JC 1371 : PHOTO JOURNALISM
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, each in a word or a maximum of **30** words. **(10×1=10 Marks)**

- 1) What is SLR ?
- 2) Define Pixier.
- 3) What do you mean by cut-line ?
- 4) Who is Raghu Rai ?
- 5) What are filters ?
- 6) What is the importance of zoopraxiscope ?
- 7) Define sirhouette.
- 8) Explain photo essay.
- 9) What is soft focus ?
- 10) Who is Rajan Pothuval ?

II. Write short notes, **each** not exceeding **60** words on **any eight** of the following : **(8×2=16 Marks)**

- 11) Action photography.
- 12) Ambient light.
- 13) Colour mode.
- 14) Image resolution.
- 15) Natural lighting.
- 16) CCD.



- 17) Image compression.
- 18) Candid shot.
- 19) ISO.
- 20) Analogue photography.
- 21) LCD.
- 22) CMOS.

III. Write short essays, **each not exceeding 120 words**, on **any six** of the following : **(6×4=24 Marks)**

- 23) Depth of field.
- 24) Function of sensors.
- 25) Rule of thirels.
- 26) Types of still cameras.
- 27) Sports photography.
- 28) Features of DSLR camera.
- 29) Use of lenses.
- 30) News photography.
- 31) Need of photo editing.

IV. Write long essays on **any two** of the following : **(2×15=30 Marks)**

- 32) Briefly explain the early history of photography.
 - 33) What is a photofeature ? List the steps for creating one. Also add the tips for a creative photo feature.
 - 34) Detail the features and advantages of any one of the photo editing softwares you have studied.
 - 35) Critically analyse the qualities and merits of any one of the world-famous award winning photographs.
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