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T – 2288

Reg. No. : .....

Name : .....

**Fourth Semester B.A./B.Sc. Degree Examination, July 2024**

**First Degree Programme under CBCSS**

**Language Course – English**

**EN 1411.1/EN 1411.3 : READINGS IN LITERATURE**

**(Common for CBCSS B.A./B.Sc. & Career Related 2(a) Courses)**

**(2019 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions, each in a **word** or **sentence**.
1. What is the question the poet asks the labourers of England?
2. List the main themes of "The Gift Outright".
3. What is the central theme of "Telephone Conversation"?
4. What is the meaning of the word 'interior' in Atwood's poem?
5. What does the sound of the flute signify in "House of a Thousand Doors"?
6. Why is the colour yellow associated with the Indian bride?
7. Theme of "The Exercise Book".
8. How did the narrator understand that his liver was out of order?
9. What does "You are Under Surveillance" talk about?
10. Who was Kochuraman in "The Power of Faith"?

**(10 × 1 = 10 Marks)**

P.T.O.

- II. Answer any **eight**, each in a short paragraph not exceeding **50** words.
11. What are the things the poor labourers do not get although they work very hard?
  12. What helped Frost establish his reputation as a truly national poet?
  13. The protagonists of "Telephone Conversation".
  14. What does 'The House of a Thousand Doors' symbolize?
  15. Comment on card in the poem "Identity Card".
  16. What did the white men do to the aboriginals according to Oodgeroo Noonuccal?
  17. What does "Agony" depict?
  18. The sad fate of Uma in "The Exercise Book".
  19. The attitude of Krishnan's daughter to her grandmother.
  20. The character of Lomov.
  21. What effect did John Kurian's notice about the surveillance camera have on his daughter Sini?
  22. What is Arundhati Roy's first comment on nuclear weapons?

**(8 × 2 = 16 Marks)**

- III. Answer any **six**, each in a paragraph not exceeding **100** words.
23. What does Frost's "The Gift Outright" convey?
  24. Write a note on the aesthetics of "I cannot help blossoming".
  25. How does Atwood describe her journey to the interior?
  26. How does the poem "We are Going" end?
  27. Why did Krishnan refuse to help his sister when she was ill?

28. The disease of the protagonist in "The Man Who was a Hospital".

29. What was peculiar in the character of Natalya Stepanovna?

30. What does Malcolm X say about Marcus Garvey?

31. What is Arundhati Roy's opinion about the common people of India?

**(6 × 4 = 24 Marks)**

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

32. What is Shelley's exhortation to the men of England?

33. "The Exercise Book" as the story of the sad predicament of the Indian girl child.

34. Chekhov's use of humour and exaggeration in "A Marriage Proposal".

35. What does Arundhati Roy say about India's last nuclear test?

**(2 × 15 = 30 Marks)**

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T – 2675

Reg. No. : .....

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**Fourth Semester B.A. Degree Examination, July 2024**  
**Career Related First Degree Programme under CBCSS**

**Group 2(a)**

**Journalism and Mass Communication**

**Vocational Course V**

**JC 1471 : INTRODUCTION TO CINEMA**

**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the **ten** questions, each one or two sentences.

1. "Arrival of the Train"
2. Biopic
3. Cuts
4. Shot
5. Low angle
6. Arial view shot
7. Alfred Hitchcock
8. IFFI
9. Long shot
10. "Alam Ara"

**(10 × 1 = 10 Marks)**

P.T.O.

II. Answer any **eight** of the following, each **one** not exceeding **60** words

11. Italian neo- realism
12. Thomas Alva Edison
13. Cinema verite
14. French New wave
15. Battleship Potemkin
16. Soviet montage
17. 'Vigathakumaran'
18. Cinematography
19. German expressionism
20. Parallel cinema
21. Storyboard
22. Adoor Gopalakrishnan

**(8 × 2 = 16 Marks)**

III. Answer any **six** of the following, each **one** not exceeding **120** words.

23. What are the principles of film editing?
24. Explain your view points about the characteristics of Indian cinema.
25. Create a story board of a film in your mind.
26. Explain depth of field, deep focus and shallow focus.
27. Explain different types of shots in detail.

28. What are the contributions of Charlie Chaplin to the world of cinema?
29. Explain the pre-production works of a film.
30. Explain the landmarks of Bollywood cinema.
31. What is film language? Explain in detail.

**(6 × 4 = 24 Marks)**

IV. Write essays on any **two** of the following, each **one** not exceeding **500** words:

32. Elucidate the evolution of film.
33. Explain your view points about the new trends in film screening.
34. Explain in detail the major technological developments in the film history.
35. What are the stages of film production? Explain in detail.

**(2 × 15 = 30 Marks)**

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T – 2672

Reg. No. : .....

Name : .....

**Fourth Semester B.A. Degree Examination, July 2024**  
**Career Related First Degree Programme under CBCSS**  
**Journalism and Mass Communication and Video Production**  
**Complementary Course – English**  
**EN 1431.3 : ENGLISH FOR THE MEDIA**  
**(2013 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

- I. Answer all questions each in a word or a sentence.
1. What does ABC stand for?
  2. Media convergence refers to.
  3. What is a byline?
  4. Expand DJ.
  5. What is a press release?
  6. What are shooting storyboards?
  7. The technical term for making the video or audio of a film weaker is called.
  8. Name of two magazines intended for women readers.
  9. What is lead?
  10. A technique to make your story engaging, going beyond the 'five Ws' of journalism: who, what, when, where and why is called?

(10 × 1 = 10 Marks)

P.T.O.

II. Answer any **eight** in short paragraphs not exceeding **50** words.

11. What is meant by a shot?
12. What is meant by an op-ed piece? How is it different from editorials?
13. Who is a citizen journalist?
14. What is meant by breaking news?
15. How is a talk show different from an interview?
16. What is filming schedule?
17. House style.
18. Associated Press Stylebook.
19. Search engine optimization.
20. The inverted pyramid style.
21. What is news value?
22. What is meant by voice over?

**(8 × 2 = 16 Marks)**

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

23. Comment on the art of interviewing.
24. Write a short note on the inclusion and placement of photographs in magazines.
25. Attempt a review of a film that you have watched recently.
26. Imagine you are interviewing a noted author for the radio. Prepare a list of ten questions you could ask them during the interview.
27. Role of presenters in radio.



28. What considerations should be kept in mind while writing on social media?
29. What are some of the key elements in advertising?
30. What are classifieds?
31. What skills are desirable in a copy writer for print media?

**(6 × 4 = 24 Marks)**

IV. Answer any **two** in about **300** words.

32. Relevance of radio and radio programmes in today's world.
33. How has media convergence changed the face of journalism?
34. Write a brief note on writing for digital media.
35. Comment on the language of advertising.

**(2 × 15 = 30 Marks)**

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T – 2673

Reg. No. : .....

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**Fourth Semester B.A. Degree Examination, July 2024**

**Career Related First Degree Programme under CBCSS**

**Group 2(a) : Journalism and Mass Communication**

**Core Course V**

**JC 1441 : PR AND CORPORATE COMMUNICATION**

**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the **ten** questions, each one in **one** or **two** sentences.

1. Ivy Lee
2. "Kerala Calling"
3. PIB
4. National President of PRSI
5. Branding
6. News letter
7. Open house
8. Announcement release
9. IPRA
10. Press kit

**(10 × 1 = 10 Marks)**

P.T.O.

II. Answer any **eight** of the following, each one not exceeding **60** words.

11. CSR
12. DAVP
13. Press visit
14. Song and drama division
15. Man ki Baath
16. Trademark
17. Lobbying
18. Corporate identity
19. Brochure
20. Propaganda
21. Facility visit
22. Social audit

**(8 × 2 = 16 Marks)**

III. Answer any **six** of the following, each one not exceeding **120** words.

23. Discuss the contributions of Indian railway in the field of PR.
24. What are major differences between PR and advertising?
25. What is a press conference?
26. How to arrange a press conference?
27. Define corporate communication and discuss its scope.

28. Explain community relations in PR.
29. What are the characteristics of private sector PR?
30. What are the major professional organizations of PR?
31. Critically assess a recent PR campaign you noticed.

**(6 × 4 = 24 Marks)**

IV. Write essays on any **two** of the following, each one not exceeding **500** words.

32. Explain the growth and development of PR in India.
33. Detail the tools of corporate communication.
34. Discuss about the stages of a PR campaign?
35. Explain the different publics in PR. How they are significant in PR process?

**(2 × 15 = 30 Marks)**

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**T – 2674**

Reg. No. : .....

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**Fourth Semester B.A. Degree Examination, July 2024**  
**Career Related First Degree Programme under CBCSS**  
**Group 2(a)**

**Journalism and Mass Communication**

**Core Course VI**

**JC 1442 : ADVERTISING**

**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the questions, each in **one** or **two** sentences.

1. Jingle
2. DAVP
3. Creative Boutique
4. Transit Advertisement
5. Pop ups
6. Direct marketing
7. Sponsor
8. Ad copy
9. Surrogate Advertising
10. Client

**(10 × 1 = 10 Marks)**

P.T.O.

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

11. What is clutter?
12. Explain the advantages of radio advertising.
13. Explain the term Blurb.
14. Comment on classified ads.
15. Explain the role of a copywriter in advertising agency.
16. Why is YouTube a good advertising platform?
17. Write a note on industrial advertisements.
18. Piyush Pandey.
19. What is a trademark?
20. Write a note, on celebrity endorsements.
21. Why is consumer behavior significant in advertising?
22. Give any two slogans of popular consumer brands.

**(8 × 2 = 16 Marks)**

III. Write short essays, each not exceeding **120** words, on any **six** of the following.

23. Create a 30 seconds story board for an FMCG targeted at the youth.
24. Explain the difference between radio and TV advertising highlighting their characteristics.
25. Identify an example of 'deceptive advertising'.
26. Describe your advertising media choice and its justification for a:
  - (a) Toothpaste
  - (b) Washing Machine

27. Explain the structure of an advertising agency.
28. What is the need for a Advertisement to be ethical? Illustrate the harmful effects of unethical advertisements.
29. Define an advertising appeal. Mention any four kinds of ad-appeals.
30. Explain the various functions of advertising.
31. Briefly describe how advertisements help the economy.

**(6 × 4 = 24 Marks)**

IV. Write long essays, each not exceeding **500** words, on any **two** of the following.

32. Discuss the criteria of selecting media for advertisement. Suppose you are in charge of launching advertisements for a 'private medical college' what will be your priority in selection of media?
33. Trace the evolution of advertising with special reference to India.
34. Discuss in detail types, function and origination of advertising agencies.
35. What are different types of Advertising? Explain them with example.

**(2 × 15 = 30 Marks)**