

Reg. No. : .....

Name : .....

**Fourth Semester B.A. Degree Examination, July 2019**

**Career Related First Degree Programme under CBCSS**

**Career Related 2(a): Journalism and Mass Communication and Video  
production**

**COMPLEMENTARY COURSE IV:EN 1431.3 ENGLISH FOR THE MEDIA**

Time : 3 Hours

Maximum Marks : 80

- I. Answer all questions, each in a word or sentence.
1. What is a teaser lead?
2. What is hour glass style?
3. Explain 'Commissioning brief'.
4. What is Vox Pop?
5. What is M.O.S in a screenplay?
6. What is the greatest challenge in making documentary films?
7. Mention any two features of dialogues in films.
8. Mention some characteristics of the Internet,
9. What are filter blogs?
10. Define cohesion.

**(10 × 1 = 10 Marks)**

P.T.O.

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

11. What are Op-ed pieces?
12. What are Echo questions?
13. Mention some techniques of editing for the print media
14. What is the form of a radio news script?
15. What are the features of phone-in programmes in radio?
16. What are the responsibilities of an output editor?
17. What are the features of e-newspaper?
18. What are personal blogs?
19. How is 'web copy' different from 'web content'?
20. Explain web site ranking
21. Mention some of the features of the language of advertising.
22. Why is typography important in creating a good print advertisement?

**(8 × 2 = 16 Marks)**

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

23. Writing editorials for newspaper.
24. Film reviews in print media.
25. Radio reviews.
26. Music programmes in radio.
27. Themes in films.

28. Television news.
29. Various forms of digital media.
30. Profile writing in Web.
31. Slogans for advertisement.

**(6 × 4 = 24 Marks)**

IV. Answer any two, each in about three hundred words.

32. Feature Writing.
33. Radio interviews.
34. Creating TV programmes.
35. The use of English in Advertising in the context of India.

**(2 × 15 = 30 Marks)**

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**(Career Related First Degree Programme under CBCSS)**

**Group 2(a)**

**Journalism And Mass Communication And Video Production**

**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 in one or two sentences:

1. Persistence of vision
2. Daguerreotypes
3. Edwins Porter
4. Genre
5. Shooting script
6. Auteur
7. Jump Cut
8. Master shot
9. Rack focus
10. Foley

**(10 × 1 = 10 Marks)**

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

11. Camera Obscura
12. Chromakey
13. Film Certification
14. Automatic Dialogue Replacement
15. Rough cut
16. Postproduction
17. Secondary characters
18. Frames per second
19. Art Director
20. Producer
21. Cut
22. Oblique shot

**(8 × 2 = 16 Marks)**

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

23. Explain the origin and the common themes of African Films.
24. Discuss the reasons for the slow development of Japanese Cinema.
25. The impact of French New Wave on filmmakers across the world.
26. Explain *Mise-En-Scene*.
27. Explain the Montage theory with an example.

28. What is treatment in productions?
29. Explain the importance of shooting schedule.
30. What is Crossing the Line/Reverse Cut?
31. Explain production sound.

**(6 × 4 = 24 Marks)**

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

32. The most important phase of production is preproduction — Elaborate.
33. Discuss the features of Italian Neo-realism and its influence on filmmakers.
34. Describe Formalism and Realism with suitable Cinema Movements.
35. Critically analyse the 'star value' associated with Malayalam cinema today.

**(2 × 15 = 30 Marks)**

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**Group 2(a)**

**Journalism and Mass Communication and Video Production**

**Core Course V**

**JC1441 PR AND CORPORATE COMMUNICATION**

**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

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

1. Ivy Lee
2. Publicity
3. Propaganda
4. Trial balloon
5. PRSI
6. Puffery
7. Lobbying
8. "Man ki Bath"

9. "Kerala Calling"

10. Client

(10 × 1 = 10 Marks)

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

11. What do you mean by corporate advertising?

12. Write note on PRSA and its contributions.

13. What do you mean by good media relations?

14. Explain corporate social responsibility.

15. Write note on the role of house journals and internal communication tools.

16. What do you mean by "open house" and comment on its importance in corporate communication.

17. Write on the achievement of "House of Tatas" as a pioneering agency of public relations activity in India.

18. Which are the main public relations organizations of Govt. of India.

19. Write on the contributions of Edward L. Bernays to the field of public relations.

20. What do you mean by marketing communication?

21. What are the differences between public relations and propaganda?

22. Comment on the important of press release.

(8 × 2 = 16 Marks)

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

23. What are the qualities of a good PR Professional?

24. Explain the term corporate identity.

25. What are the major tools of corporate communication?



26. Write on any one of the PR campaign initiated by Govt. of India.
27. What do you mean by leadership? Also write different styles of leadership.
28. Explain the relationship between public relations and advertising.
29. What are major publics in public relations?
30. Prepare a press release on Science Exhibition hosted in your college.
31. What do you mean by code of ethics in public relations?

**(6 × 4 = 24 Marks)**

- IV. Write essays on any **two** of the following, each one not exceeding **500** words.
32. What do you mean by crisis communication? Explain with examples.
  33. Trace the history of public relations and show how it is evolved from press agency, publicity, propaganda etc.
  34. Explain the stages of an organized PR campaign.
  35. What do you mean by corporate communication? Analyze its importance in the present day world.

**(2 × 15 = 30 Marks)**

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**Group 2 (a)**

**Journalism And Mass Communication And Video Production**

**CORE COURSE VI**

**JC 1442 ADVERTISING**

**[2014 Admission onwards]**

Time : 3 Hours

Max. Marks : 80

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

1. Trademark
2. ASCI
3. Brand Name
4. Idea Ads
5. Counter Advertising
6. Ad Copy
7. AAI
8. Direct Mail

9. Creative Dept of an Ad Agency

10. 'ad vertere'.

(10 × 1 = 10 Marks)

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

11. Social Responsibility Advertising

12. Marketing Functions of Ads

13. Merits of Advertising

14. Elements of Advertising

15. Packaging in Ads

16. Functions of an Ad Agency

17. Broad sides

18. Economic Function of Advertising

19. Narrative Copy

20. Image Advertising

21. Slogans in Ads

22. Women in Ads.

(8 × 2 = 16 Marks)

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

23. Analyse the disadvantages of Advertising.

24. Advertising is 'salesmanship in print'. Explain.

25. Analyse five definitions of Advertising.

26. What are the basic functions of Advertising?

27. What is Public Service Advertising?
28. Advertising nourishes the purchasing power of man. Discuss.
29. Examine the role of illustrations in advertising.
30. Briefly discuss the different advertising copy formats?
31. Elucidate the importance of trademarks in advertising. **(6 × 4 = 24 Marks)**

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

32. Trace the genesis of advertising.
33. Examine the functions of the major departments of an advertising agency.
34. Write a radio script for a Public Service Advertisement.
35. 'It is easier to write 10 sonnets than an ad copy.' Elucidate.

**(2 × 15 = 30 Marks)**

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**Group 2(a)**

**Journalism and Mass Communication and Video Production**

**Vocational Course VI**

**JC 1472 TELEVISION BROADCASTING**

**(2014 Admission onwards)**

Time : 3 Hours

Max. Marks : 80

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

1. Game show
2. News Bulletins
3. O.B. Van
4. Stand-up
5. Travelogue
6. PTI
7. Exclusive
8. Plagiarism
9. Teleprompter
10. Barkha Dutt

**(10 × 1 = 10 Marks)**

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

11. What is piece to camera? Mention the different types of PTC.
12. What is Electronic News Processing System (ENPS)?
13. Panel discussion.
14. Human interest story.
15. What is 'Breaking News'?
16. Business channels.
17. Mobile Journalism.
18. Define live broadcast.
19. What is rundown?
20. Educational channels in India.
21. Citizen Journalism.
22. Television control room.

**(8 × 2 = 16 Marks)**

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

23. What is a sound bite? How can it be used?
24. Examine the role of a television news presenter.
25. Television helps to promote national integration - express your views.
26. Explain the advantages of broadcast news over print news.

27. What is digital satellite news gathering?
28. Examine the role of a television sound recordist.
29. Discuss the advantages and disadvantages of television.
30. Comment on the music reality shows.
31. Discuss the role of observation in news reporting.

**(6 × 4 = 24 Marks)**

IV. Answer **any two** of the following, each one not exceeding 500 words.

32. Discuss television news script writing.
33. Comment on the merits and demerits of the news channels in India.
34. Discuss the advantages and disadvantages of Pay channels system.
35. Explain the television news room structure.

**(2 × 15 = 30 Marks)**

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**Fourth Semester B.A./B.Sc. Degree Examination, July 2019**

**First Degree Programme Under CBCSS**

**LANGUAGE COURSE : VIII AND VI READINGS IN LITERATURE**

**(Common for B.A./B.Sc. EN 1411.1 and Career Related 2(a) EN 1411.3)**

**(2015 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

- I. Answer all questions, each in a word or a sentence.
1. How does Jacques portray the lover?
2. What did the pale kings and princes tell the knight – of – arms?
3. What did Sophocles hear on the shores of the Aegean?
4. Where does Ulysses expect to meet Achilles again?
5. How many languages does Kamala Das claim to know?
6. What is the title of Lowes Dickinson's book?
7. What according to Priestly is the main theme of Wordsworth?
8. Why did Dr. Raman deviate from his usual course in the case of Gopal?
9. How did the lady in K.R. Meera's story come to know about the fellow patient's death?
10. What did the prisoner do in the last two years of his confinement?

**(10 × 1 = 10 Marks)**

P.T.O.



- II. Answer any **eight**, each in a short paragraph not exceeding **50** words.
11. Wordsworth's contemplation on his life and that of the fellow poets.
  12. What was Yeat's attitude to his lady-love and her husband?
  13. What is Owen's concept about soldiers in the front line?
  14. Robert Frost's concept of building walls.
  15. What is Satchidanandan's explanation for God's stammering when He Created Man?
  16. Bring out Priestly's attitude to Thoreau and Whitman.
  17. Summarize Einstein's concept of the motives for scientific research.
  18. Give some of the popular legends about Nehru.
  19. Describe "African Dream" of family life.
  20. Give an account of the eccentricities of Mr. Nuttel.
  21. What is Sherlock's attitude to Balu?
  22. Explain the miracle which brought Gopal back to life.

**(8 × 2 = 16 Marks)**

- III. Answer any **six**, each in a paragraph not exceeding **100** words.
23. Bring out the transition from the "lover" to the "soldier" as presented by William Shakespeare.
  24. Describe the knight's dream at the Elfin Grot.
  25. Give an account on Arnold's views on the modern man and his world.
  26. Ulysses' concept of Telemachus.

27. Evaluate the effect of the constable's visit on the poet.
28. Kamla Das' attitude to male ego and patriarchal society.
29. How does Sarojini Naidu propose to overcome fate which may rob her of her power of articulation?
30. Describe the humiliation and discrimination that Blacks had to experience in South Africa.
31. Sherlock's status in Balu's sister's house.

(6 × 4 = 24 Marks)

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

32. Justify Kamala Das' assertion of femininity in the poem Introduction.
33. Consider Wilfred Owen's poem Insensibility as a depiction of the "Unresolved tension of pity and anger at war".
34. Evaluate Mandela's presentation of the misery of Blacks in South Africa.
35. Bring out the tension and fury in Balu's attitude to Sherlock.

(2 × 15 = 30 Marks)