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Reg. No.....

Name.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL/MAY 2005

(Vocational Course)

Branch—Communicative English (Main)

Paper VII—INTRODUCTION TO BROADCASTING MEDIA

(Prior to 1999 admissions)

Time: Three Hours

Maximum: 100 Marks

- I. Write an essay on any one of the following:
 - (a) What is the role of the radio in the integration of India?
 - (b) Comment on the merits and demerits of the TV as a medium of communication.
 - (c) Comment on the radio as a medium of communication.

 $(1 \times 20 = 20 \text{ marks})$

- II. Write an essay on any one of the following:
 - (a) Make a comparison between the radio and the TV as two important media.
 - (b) TV mega serials and their impacts: critically evaluate.
 - (c) Comment on the recent developments in the electronic media.

 $(1 \times 20 = 20 \text{ marks})$

- III. Write an essay on any one of the following:
 - (a) Prepare a ten minute script for a TV interview with a British tourist.
 - (b) Prepare a five minute script for a special radio news bulletin announcing the results of a state assembly election.
 - (c) Comment on TV and radio advertisements.

 $(1 \times 20 = 20 \text{ marks})$

- IV. Write short notes on any three of the following, each in not more than 100 words:
 - 1 TV cartoons.
 - 2 Educational use of the TV.
 - 3 Print Media.
 - 4 Radio stations.
 - 5 Radio and cultural activities.

 $(3 \times 5 = 15 \text{ marks})$

V. Answer any five of the following, each in a sentence or two:

- 1 What is a 'Commercial break'?
- 2 What is 'news flash'?
- 3 What is a 'tic clip microphone'?
- 4 What is a Zoom lens?
- 5 What is a 'time slot'?
- 6 What is the importance of graphics on the TV?
- 7 What is Video conferencing?
- 8 What is a Cable TV?
- 9 What is a dish antenna?
- 10 What is the difference between a radio and a transistor?

 $(5 \times 2 = 10 \text{ marks})$

VI. Answer any fifteen of the following:

- 1 What is the constitutional status of Pondicherry?
- 2 The two districts in Kerala whose shores were ravaged by the tsunami waves.
- 3 Who is the deputy speaker of the Loksabha?
- 4 Who is the opposition leader of the Kerala Legislative Assembly?
- 5 Who is the chancellor of Kerala University?
- 6 Who directed the film "Chemmeen"?
- 7 Who directed the film "Piravi"?
- 8 'Shivagiri' is located in district.
- 9 How many members are there in the Kerala Assembly?
- 10 A Malayalee who became the president of another country.
- 11 Which Loksabha seat was represented by K.R. Narayanan before he became the president of India?
- 12 Expand ATM.
- 13 Expand VSSC.
- 14 Name the Indian who won a silver in the last Olympics.
- 15 Who wrote the play "The Harvest"?
- 16 VKN is the pen name of ———.
- 17 The currency of Pakistan.
- 18 The highest civilian honour in India.
- 19 On which date 'Kerala' came into existence?
- 20 Who invented radio?