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

(Vocational Course)

Branch—Communicative English (Main)

Paper VII—INTRODUCTION TO BROADCASTING MEDIA

(1999 admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer any *one* of the following in about 600 words :

- (a) Which is your favourite entertainment programme on the radio ? Why ?
- (b) Comment on the impact of radio on human life.
- (c) The importance of radio as a medium of communication.

(1 × 15 = 15 marks)

II. Answer any *one* of the following in about 600 words :

- (a) Television as a visual medium.
- (b) The influence of TV on people.
- (c) The educational programmes on the Television.

(1 × 15 = 15 marks)

III. Answer any *one* of the following in about 300 words :

- (a) Prepare a script for a radio play (one scene only).
- (b) Prepare a script for a ten minute TV interview with a prominent person.
- (c) How can the TV be used as an instrument for social change ?

(1 × 10 = 10 marks)

IV. Write short notes not exceeding 100 words on any *three* of the following :

- (a) TV cartoons.
- (b) Electronic media.
- (c) Educational programmes on TV.
- (d) News writing for the radio.
- (e) FM radio transmission.
- (f) Broadcast news ethics.

(3 × 5 = 15 marks)

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

- 1 What is 'Teleshopping' ?
- 2 What is 'Video conferencing' ?
- 3 What is a Sponsored programme ?
- 4 Explain medium of communication.
- 5 What is voice training ?
- 6 What is a zoom lens ?
- 7 TV anchor.
- 8 Radio artist.
- 9 Explain 'Graphics'.
- 10 What is a Cable network ?

(5 × 2 = 10 marks)

VI. Answer any *fifteen* of the following :

- 1 Name a Dravidian language.
- 2 Who is the author of *The God of Small Things* ?
- 3 Expand VAT.
- 4 Who authored *Freedom at Midnight* ?
- 5 Who is the Finance Minister of Kerala ?
- 6 Who is the Deputy speaker of the Lok Sabha ?
- 7 The Indian who directed the Hollywood film "The Sixth Sense".
- 8 Who is the Chancellor of Kerala University ?
- 9 Name a Malayalam author who won the "Jyanapeet" Award.
- 10 'Euro' is the currency of _____.
- 11 What is leap year ?
- 12 Name the Union territory that was heavily affected by the tsunami waves.
- 13 Name the Central Ministry that has administrative control over the 'Doordarshan'.
- 14 Which is the national animal of India ?
- 15 Name the home district of K.R. Narayanan.
- 16 Expand ATM.
- 17 Who directed the film "Chemmeen" ?
- 18 Who discovered radium ?
- 19 The first South Indian to become the Prime Minister of India.
- 20 Name a Newspaper edited by Mahatma Gandhi.

(15 × 1 = 15 marks)