

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 × 20 = 20 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 × 20 = 20 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 × 20 = 20 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 × 5 = 15 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 × 2 = 10 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 Lok Sabha ?
- 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 Lok Sabha 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 ?

(15 × 1 = 15 marks)