

TB145300A

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION
SEMESTER V – COMMUNICATIVE ENGLISH
CE5MCBM - MASS COMMUNICATION AND BROADCASTING MEDIA

Time: Three Hours

Maximum Marks: 80

PART A

I. Write brief notes on all questions. Each question carries 1 mark.

1. Docudrama
2. Gyan Darshan
3. Couch potato
4. Ottal - film
5. Talkie
6. CFSI
7. Viral
8. Podcast
9. Digital radio
10. Radio Jockey

(10x1=10)

PART B

II. Answer any eight questions. Each question carries 2 marks.

11. Radio as a medium has certain characteristic features' explain
12. What is Community Radio?
13. Difference between AM and FM
14. What is Docutainment?
15. Explain reality television
16. What is media convergence?
17. Name any four media units of central government
18. Adoor Gopalakrishnan
19. Twentieth Century Fox
20. Sundar Pichai
21. What are the techniques involved in web writing?
22. Vividh Bharathi

(8x2=16)

PART C

III. Answer any six questions. Each question carries 4 marks.

23. Write a short note on FM Gold and FM Rainbow
24. Write a note on Prasar Bharathi
25. Explain Blogging

26. Explain educational films
27. Explain parallel cinema in India
28. Give an account of internet papers and describe their advantages
29. Discuss the characteristics of online media
30. Explain SITE
31. Explain NFDC

(6x4=24)

PART D

IV. Answer any two questions. Each question carries 15 marks.

32. Detail the different genres of television programmes?
33. Trace the history and development of radio as a mass medium in India.
34. Do you think social media is posing a threat of conventional print and electronic media? Explain in details.
35. Narrate briefly the beginning of the Indian Cinema.

(2x15=30)