

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

I. Short answer questions. (Answer all questions. Each question carries 1 mark)

1. Digital radio
2. SFX
3. Voice of America
4. Gyan Darshan
5. Couch potato
6. TRP
7. Viral
8. Sundar Pichai
9. ENG
10. Talkie

(10x1=10)

II. Brief answer questions. (Answer any eight questions. Each question carries 2 marks)

11. What is Community Radio?
12. Linked in
13. What are the functions of visual media?
14. Explain reality television
15. What is Digital Divide
16. Name four media units of central government
17. Adoor Gopalakrishnan
18. Difference between AM and FM
19. Social media networks
20. What are the techniques involved in web writing?
21. CFSI
22. Explain the three tier broadcasting system of AIR

(8x2=16)

III. Descriptive (Short essay questions .Answer any six questions. Each question carries 4 marks)

23. Write a note on Prasar Bharathi
24. Discuss how FM broadcasting has changed the style of Radio in India
25. Write a note on NFDC
26. write a short note on parallel cinema in India

27. discuss the basic principles of web writing
28. discuss the characteristics of online media
29. explain SITE
30. what are the differences between feature film and documentaries
31. explain radio features **(6x4=24)**

IV. Long essay type questions (Answer any two questions. Each question carries 15 marks)

32. Detail the different formats and genres of radio programmes?
33. “Social media can instigate political action” – comment
34. Trace the history and development of TV as a mass medium in India.
35. Narrate briefly the beginning of Indian Cinema **(2x15=30)**