

B.A. DEGREE (C.B.C.S.S) EXAMINATION, JANUARY 2019**(2016 Admission Supplementary)****SEMESTER V - CORE COURSE (ENGLISH LITERATURE AND COMMUNICATION STUDIES)****CE5B13TB - MASS COMMUNICATION & BROADCASTING MEDIA: RADIO****Time : 3 Hours****Maximum Marks : 80****Part A****I. Answer all questions. Each question carries 1 mark****(6x1=6)**

1. News Bulletins.
2. When was the Prasar Bharati Act passed?
3. Which is India's first television soap opera?
4. Define web journalism.
5. Instagram
6. Define editing for cinema.

Part B**II. Answer any Seven questions. Each question carries 2 marks****(7x2=14)**

7. Vividh Bharathi.
8. Digital Audio Broadcasting.
9. What is a 'package' in news?
10. Testimonial advertising.
11. What is a Storyboard?
12. Weblog
13. What is Delayed Identification Lead? Give an example.
14. What is a hyperlink?
15. Define canted shot.
16. The NBFC rates films and awards each movie one of four certificates. Which are these?

Part C**III. Answer any Five questions. Each question carries 6 marks****(5x6=30)**

17. How did radio commercials start?
18. All India Radio.
19. Television numbs one's mind with its endless formulas. Discuss.
20. What are the characteristics of visual media?
21. Write about the significance of the inverted pyramid style in writing online news stories.
22. Distinguish between print and online journalism.
23. Write a short note on montage.
24. Explain cut and sequencing.

Part D**IV. Answer any Two questions. Each question carries 15 marks****(2x15=30)**

25. What are the ethics of broadcasting? Explain with examples.
26. Discuss television and its cultural influences.
27. Discuss the future of web journalism in the current scenario.
28. Trace the growth and development of cinema in India.