

TB154255A

Reg. No: .....

Name: .....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017**  
**SEMESTER IV - CORE COURSE (COMMUNICATIVE ENGLISH)**  
**CE4B10TB - INFORMATICS AND WRITING FOR MEDIA**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I. Answer all questions. Each question carries 1 mark**

1. What is AM?
2. Signature tune
3. Commercial
4. Story board
5. Blogging
6. Identify the tagline 'The Ultimate driving machine'.

**(6x1=6)**

**PART B**

**II. Answer any seven questions. Each question carries 2 marks.**

7. What is a radio documentary?
8. Explain the advantages and disadvantages of radio as a mass medium.
9. Define newscasting.
10. Briefly explain various TV news formats.
11. Explain EFP.
12. What are the features of a tagline?
13. What are the characteristics of press releases?
14. What are advertorials?
15. Explain webcasting.
16. Explain wire copy.

**(7x2=14)**

**PART C**

**III. Answer any five questions. Each question carries 6 marks.**

17. Write the script for a radio advertisement that promotes vaccination.
18. Explain the features of radio documentary scripting.
19. Elucidate the structure of a TV news bulletin.
20. Explain ENG.

21. Explain the elements of advertising.
22. What are news portals?
23. What are the different types of blogs?
24. Prepare a press release for a charity event held in the city.

**(5x6=30)**

#### **PART D**

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

25. Explain the process of radio broadcasting.
26. Write a blog about the harms of drug addiction.
27. Explain the major differences between writing for radio and television.
28. Write a three-minute script for a public service announcement on girl child education through television.

**(2x15=30)**