

Reg. No.:



Name:

University of Kerala

W7418

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

COMMUNICATIVE ENGLISH

UK1DSCECE103 - Mass Media and Advertising

Academic Level: 100-199

2024 Admission onwards

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

**Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark
Each.Answer all questions**

Qn No.	Question	CL	CO
1	Who invented the television?	RE	1
2	Define Broadcast Media	RE	2
3	What is IT Act, 2000?	UN	2
4	What role did the printing press play in the evolution of advertising?	UN	1
5	Who is credited with creating the first long-distance radio transmission?	UN	1
6	Define advertising.	UN	3

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain the elements of a radio programme	UN	2
8	Mise-en-scene and its features	UN	2
9	Differentiate long shot and extreme long shot	AP	3
10	What are the functions of mass media?	AP	3

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A)	AP	3, 4

Qn No.	Question	CL	CO
	Analyze the various types of Radio and comment on its characteristics and scope. OR B) How does the print media shape public opinion and societal attitudes?		
12	A) Analyze the role of sound effects and silence in creating an immersive experience in radio plays. OR B) Analyse the importance of Camera angles in a script	AN	4, 4
13	A) Evaluate the advantages and limitations of broadcast media OR B) Evaluate how camera movements play an important role in presenting the setting of a scene	EV	1, 3
14	A) Recreate a scene from a popular television program into a radio script OR B) Create a script for a radio spot	CR	6, 4