

Reg. No.:



W7812

Name:

University of Kerala

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	Name any one step in preparing a radio script.	RE	2
2	Expand FM	RE	1
3	What is meant by visual literacy?	UN	2
4	Define prime time	UN	1
5	Define mass media	UN	1
6	What is a radio spot?	UN	2

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	What are the primary elements in a Radio Script?	UN	2
8	Discuss different types of TV programmes	UN	3
9	What are the features of Mise-en-scene?	AP	4
10	Differentiate between a camera shot and a camera angle	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, 3

Qn No.	Question	CL	CO
	Define Mass media and different types of mass media. OR B) How does camera angles affect the impact of a scene?		
12	A) What are the key characteristics of Television as a popular broadcast medium? OR B) Analyse the characteristics and techniques used in mise-en-scene	AN	4, 3
13	A) How does the print media shape public opinion and societal attitudes? OR B) Evaluate critically any TV program which you watch regularly	EV	3, 5
14	A) Create a script for a short radio play OR B) Create a script for a radio news bulletin	CR	4, 5