



U8370

Reg. No.:

Name:.....

**University of Kerala**

First Semester Degree Examination, November 2024

Four Year Under Graduate Programme

Discipline Specific Core Course

COMMUNICATIVE ENGLISH**UK1DSCECE103 - MASS MEDIA AND ADVERTISING**

Academic Level: 100-199

Time: 1½ Hours**Max. Marks: 42****Part A.****Answer All Questions Objective Type. 1 Mark Each.****(Cognitive Level: Remember/Understand)****6 Marks. Time: 6 Minutes**

Qn. No.	Question	Cognitive Level	Course Outcome
1.	In which year was television invented?	Remember	1
2.	What is a Bug?	Remember	1
3.	Expand MOS	Understand	2
4.	What is a Promo	Understand	4
5.	What are propaganda ads?	Understand	2
6.	What is meant by Cold Copy?	Understand	4

Part B.**Answer All Questions Short Answer. 2 Marks Each.****(Cognitive Level: Understand/Apply)****8 Marks. Time: 24 Minutes**

Qn. No.	Question	Cognitive Level	Course Outcome
7.	Explain Broadcast Media.	Understand	1
8.	Mention the types of Mass Media and their functions.	Understand	1
9.	Explain with examples about the camera Shots and Angles that are used in film making.	Apply	4
10.	Explain how applying the 6 C's of a radio script can improve the clarity and effectiveness of a radio program, especially when targeting a diverse audience.	Apply	4

Part C.

Answer all 4 Questions, choosing among options within each question.

Long Answer. 7 marks each.

(Cognitive Level: Apply/Analyse/Evaluate/Create)

28 Marks. Time: 60 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
11.	a) You have been asked to create a 30-second public service announcement on road safety. Before preparing the script, outline the key steps you would take to prepare a compelling radio script. OR b) Explain different camera movements using examples.	Apply	3,4
12.	a) Analyse the production process behind a TV program. OR b) Analyse the importance of the 6 C's of a radio script.	Analyze	3,2
13.	a) Evaluate the characteristics, features, scope, and limitations of radio. OR b) Evaluate the primary and secondary functions of mass media.	Evaluate	2,1
14.	a) Prepare a 30-second radio spot on environmental conservation. OR b) Prepare a script for a sports news.	Create	3