



U8443

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 (CO)
1.	Who invented the radio?	Remember	1
2.	Name the first radio program journal in India.	Remember	1
3.	Which act granted autonomy to All India Radio and Doordarshan?	Understand	1
4.	Define Mise-en-scene	Understand	1
5.	In which year was the television invented?	Understand	3
6.	Expand AM	Understand	2

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 (CO)
7.	What are the different kinds of camera angles used in television production?	Understand	4
8.	Explain how camera movements such as dolly zoom & pan contribute to storytelling in the television program.	Understand	1
9.	Prepare a radio script for a news bulletin.	Apply	3
10.	Create a script for a talk show on the Radio.	Apply	3

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) Explain the types of Radio programs or b) The influence of soaps on the audience	Apply	2,3
12.	a) Analyse the impact and influence of television. or b) Discuss the various camera angles and shots	Analyze	4
13.	a) Explain the steps for writing a radio script and its features and principles. or b) Evaluate the various radio programs based on the audience's interest	Evaluate	3,2
14.	a) Recreate a scene from a popular television program. or b) Write a script for a short radio play.	Create	4,3