

Reg. No.:



Name:

University of Kerala

U9061

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

COMMUNICATIVE ENGLISH

UK2DSCECE104 - Introduction to Broadcast Media

Academic Level: 100-199

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 two types of mass media.	RE	2
2	What is Mis-en-scene?	RE	2
3	Explain the term panel shows.	UN	3
4	When was TV introduced in India for the dissemination of formal messages?	UN	1
5	What are the components of a Radio Programme.	UN	3
6	Describe a high angle shot.	UN	4

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	Discuss the contributions of Philo Farnsworth towards development of TV.	UN	1
8	Discuss the limitations of radio in terms of audience engagement and interaction?	UN	3
9	How does digitalization of TV cause better broadcasting?	AP	1
10	Determine how a public service announcement (PSA) program on the radio functions, and what purpose does it serve.	AP	4

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) Show how quiz shows on radio engage the audience? OR B) Illustrate how radio drama programs contribute to the cultural and educational landscape?	AP	1, 3
12	A) Explain the significance of the post-production stage in the television production process. OR B) Analyse the history and development of television broadcasting in India.	AN	4, 1
13	A) Evaluate how Mis-en-scene elements affect the emotional tone of a Soap Opera. OR B) Evaluate the role of radio during the pre-independence era in India.	EV	4, 1
14	A)	CR	3, 3

Qn No.	Question	CL	CO
	Imagine you are creating your own TV show. Choose a TV format. Describe its objectives, target audience and production process. OR B) You're hosting a radio panel discussion about a social or cultural issue. Write an outline for the discussion, including the key points and the perspectives from different panelists.		