

B.A. Semester - 6 (CBCS) Examination

March/April -2019

ENGLISH: P22 APPLICATION OF ENGLISH IN MEDIA(CORE - 22)

Time: 2:00 Hours

Marks: 50

Instructions:

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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- Q.1 Choose the correct options from the following: (10)
- (1) There are.....main types of media.
(a) 10 (b) 2 (c) 4 (d) 25
 - (2) invented printing press.
(a) Guttenberg (b) Carton (c) Wright brothers (d) Newton
 - (3) In ancient times _____ printing was famous.
(a) Wood block (b) Sun block (c) Lathe (d) None of these
 - (4) gives an index of the choice of people and popularity of a particular channel.
(a) TRP (b) SRP (c) D.J. (d) R.J.
 - (5) are the photographers who photograph high profile people.
(a) Papparasi (b) Facsimile (c) DSLR (d) None of these
 - (6)plays music for line audience.
(a) R.J. (b) P.J. (c) D.J. (d) PIB
 - (7)is not an electronic media.
(a) Hand outs (b) Radio (c) T.V. (d) Internet
 - (8) has been accepted as a language of Media internationally.
(a) Spanish (b) French (c) English (d) German
 - (9) is the singular of media.
(a) Middle (b) Medium (c) Midst (d) amidst
 - (10) The full form of FAQ is....
(a) Frequently asked questions (b) Foreign agency quotient
(c) Foreign association quotient (d) None of these.
- Q.2 Show your acquaintance with following media terms: (Any Five). (05)
- (a) Reporter (b) Soap (c) Editor
 - (d) Hacker (e) Yellow journalism (f) Disc jockey
 - (g) Couch potato
- Q.3 Write short – notes on : (Any Two) (10)
- (a) Types of News (b) Internet and social net working
 - (c) Types of appeals (d) Importance of advertisements in corporate world.
- Q.4 Discuss the importance of English language in media studies. (10)
- OR
- Q.4 Write a brief note on history of electronic media
- Q.5(A) Draft a news report on: (Any one) (10)
- (1) Annual function of your college (2) Pulwama attack
- Q.5(B) Draft an advertisement for : (05)
- (1) 'Chamko' washing powder (2) 'Swad' restaurant