

This question paper contains 3 printed pages]

Roll No.

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S. No. of Question Paper : 3511

Unique Paper Code : 12035902

FC

Name of the Paper : Media and Communication Skills

Name of the Course : English : Generic Elective for Honours Course

Semester : I

Duration : 3 Hours

Maximum Marks : 75

(Write your Roll No. on the top immediately on receipt of this question paper.)

The question paper contains two sections.

It is compulsory to answer all the questions in both the sections.

Answers must be written according to the specific instructions given with questions.

Section A

1. Explain each in not more than 30 words any *five* of the following terms : 10

(i) Microsoft word

(ii) Sign language

(iii) News report

(iv) Blog

(v) Multimedia

P.T.O.

- (vi) PDF
- (vii) Cyber space
- (viii) Online advertisement
- (ix) Inbox message
- (x) Video conferencing
- (xi) Encoding.

2. Write a short essay on Promotional Advertisements on Television in about 250 words.

Or

Discuss the relationship between Newspapers and Advertisements. 10

3. Discuss the advantages of e-mail over other forms of electronic communication in about 250 words.

Or

Define Cyber media. How is it different from Print media ? 10

Section B

Answer *all* questions in about 350 words each.

4. Write a detailed report for your college magazine on the cultural festival in your college.

Or

Write a script for a Radio feature on the plight of stray animals in your locality, making sure include several aspects of radio feature script writing in the development of your script. 15

5. Write a review of a film you saw recently in *four to five* paragraphs.

Or

Write a blog on recent human rights violations worldwide.

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6. What are the advantages and disadvantages of Facebook ? Discuss your answer with appropriate examples.

Or

Write an essay on cinema as a powerful means of communication, citing different examples.

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