

B.A. Semester - 6 (CBCS) Examination**March/April-2024 (OLD COURSE)****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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- Que-1 Choose the correct option form the following. (10)
- (1) What does the term "Couch Potato" refer to?
 - (A) A new variety of potato
 - (B) A person who spends a lot of time sitting and watching TV
 - (C) A fitness enthusiast
 - (D) A type of exercise equipment
 - (2) In the context of television, what is a "Zapper"?
 - (A) A remote control device
 - (B) A type of TV antenna
 - (C) A television repair tool
 - (D) A TV streaming service
 - (3) What is "Yellow Journalism" known for?
 - (A) Unbiased and objective reporting
 - (B) Sensationalism and exaggeration in news reporting
 - (C) Environmental journalism
 - (D) Financial journalism
 - (4) In the context of television, what does "TRP" stand for?
 - (A) Television Rating Point
 - (B) Technical Remote Programming
 - (C) Total Reach Percentage
 - (D) Television Revenue Projection
 - (5) What does "PTI" commonly refer to in the field of news and journalism?
 - (A) Press Trust of India
 - (B) Photo Telecommunication Interface
 - (C) Public Television Integration
 - (D) Print Technology Institute
 - (6) What is the full form of "PIB" ?
 - (A) Public Image Bureau
 - (B) Press Information Bureau
 - (C) Political Information Bank
 - (D) Personal Intelligence Bureau
 - (7) Who are commonly referred to as "Paparazzi" in media and entertainment?
 - (A) News Anchors
 - (B) Celebrity Photographers
 - (C) Investigative Journalists
 - (D) Social Media Influencers
 - (8) What does "Freelance" mean in the context of work and employment?
 - (A) Full-time employment
 - (B) Temporary contract work
 - (C) Volunteer work
 - (D) Self-employed and working independently
 - (9) If someone is described as "Telegenic," what quality are they associated with?
 - (A) Technical proficiency
 - (B) Writing skills
 - (C) Photogenic appearance on television
 - (D) Social media influence
 - (10) Why are FAQs commonly used on websites?
 - (A) To confuse users
 - (B) To showcase company achievements
 - (C) To provide quick answers to common queries
 - (D) To increase website traffic

- Que-2 Explain the Following Terms. (Any five) (05)
- (1) Broadcast
 - (2) Manuscript
 - (3) Footage
 - (4) Copyright
 - (5) Blockbuster
 - (6) Infotainment
 - (7) Disk jockey
- Que-3 Write Short notes on any two from the following. (10)
- (1) Types of Media
 - (2) Media Activism
 - (3) Types of News
 - (4) Print Media
- Que-4 Discuss the popular forms of Electronic Media. (10)
- OR
- Que-4 Discuss the use of English language in Media.
- Que-5(A) Draft a news report on the blood donation camp organized in your college. (10)
- OR
- Draft a news report on annual function organised in your college.
- Que-5(B) Prepare advertisement on any one of the followings. (05)
- (1) Mobile phone
 - (2) Cooldrink
