

**FACULTY OF ARTS**

**B.A. (Vocational) II – Year Examination, March / April 2015**

**Subject : Communicative English**

**Paper – IV : Introduction to Broadcast Media and Writing Skills**

**Time : 3 hours**

**Max. Marks : 125**

**PART – A (60 Marks)**

**1 Write an essay on any ONE of the following:**

- a The characteristics of human language.
- ☒ b The objectives of SITE.

15

**2 Answer any THREE of the following :**

- ☒ a Short notes on Oscillation
- b None on Instructional Radio
- ☒ c Body Language
- d Factors affecting Intrapersonal communication
- ☒ e Informal Communication

3 x 5 = 15

**3 Fill in the blanks.**

- ☒ a CBFC is \_\_\_\_\_.
- ☒ b 'Singniffee' refers to \_\_\_\_\_.
- ☒ c Dow Jones is \_\_\_\_\_.
- ☒ d Television was introduced in India in \_\_\_\_\_.
- ☒ e Edusat is for \_\_\_\_\_.
- ☒ f DAVP is \_\_\_\_\_.
- ☒ g Soap Opera is \_\_\_\_\_.
- ☒ h Pictures are a part of \_\_\_\_\_.
- ☒ i The composition of Press Council of India is \_\_\_\_\_.
- ☒ j Ghost writer is one \_\_\_\_\_.

10 x 2 = 20

**4 A) General Knowledge**

- ☒ (a) What is a masthead?
- ☒ (b) Name the Union Minister for Information and Broadcasting.
- ☒ (c) Name any three FM radio stations in the twin cities.
- ☒ (d) What is ABC?
- ☒ (e) What is a Sitcom?

5 x 1 = 5

**B) Match the headlines under column A with new items in column B :**

5 x 1 = 5

A	B
✓ 1. Two Infants Die	<input checked="" type="checkbox"/> a Metropolitan Magistrate sentenced ...
✓ 2. 45 Escape Unhurt in Tirumala Bus Mishap	<input checked="" type="checkbox"/> b. Two kids died with a span of two days because of dearth of medical facilities.
✓ 3. 28 Jailed for Drunk Driving	<input checked="" type="checkbox"/> c The crime investigation department ...
✓ 4. Minority Finance Scam to be Reopened	<input checked="" type="checkbox"/> d. Every acquittal in a criminal case should be understood as a failure....
✓ 5. SC : Punish Cops if Accused, Acquitted	<input checked="" type="checkbox"/> e. It was a miraculous escape for the passengers of an RTC bus .....

..2..

**PART – B (65 Marks)**

- 1 Write a letter to the Editor of a newspaper about noise pollution in your locality. **10**

**OR**

Write a letter to your friend about your career plans.

- 2 Given below is the beginning of a story. Continue and finish it in about 250 words. **20**

It was a dull cold day in December. Sheela was alone at home pondering over her future....

- 3 Write brief scripts for news bulletins choosing any TWO of the following: **2 x 5 = 10**

- a Flood Alert in Coastal Districts of AP.
- b 7 Held for Attacks on a Religious Place.
- c Extreme Heat Wave Predicted – Met Officials.
- d Robbery at ATM
- e Fuel Prices to Go Up

- 4 Choose any ONE of the following and write a paragraph on it : **5**

- a As you sow, so you reap.
- b A leopard cannot change its spots.

- 5 Use any FIVE of the following in sentences of your own. **5 x 2 = 10**

- (a) look up (b) get over (c) kick off (d) let down
- (e) look into (f) add fuel to fire (g) an axe to grind (h) all in the same boat
- (i) blue moon (j) back to square one

- 6 Summarize the following passage in about 25 words and give a suitable title. **10**

Teaching is the noblest of professions. A teacher has a sacred duty to perform. It is he on whom rests the responsibility of moulding the character of young children. Apart from developing their intellect, he can inculcate in them qualities of good citizenship, remaining neat and clean, talking decently and sitting properly. These virtues are not easy to be imbibed. Only he who himself leads a life of simplicity, purity and rigid discipline can successfully cultivate these habits in his pupils.

Besides a teacher always remains young. He may grow old in age, but not in spirit. Perpetual contact with budding youths keeps him happy and cheerful. There are moments when domestic worries weigh heavily on his mind, but the delightful company of innocent children makes him overcome his transient modes of despair.

\*\*\*\*\*