

Code No. 313

**FACULTY OF ARTS**
**B.A. (Vocational) II – Year Examination, March / April 2014**
**Subject : Communicative English**
**Paper – IV: Introduction to Broadcast Media and Writing Skills**
**Time : 3 hours**
**Max. Marks : 125**
**Section – A (60 Marks)**
**1 Write an essay on any ONE of the following : 15**

- How human language differs from animal communication?
- Trace the history of television in India.

**2 Answer any THREE of the following : 3 x 5 = 15**

- Countrywide Class Room.
- Factors affecting AM/FM stations.
- One way and Two way communications with examples.
- A few developments that lead to the invention of Radio.
- Non verbal communication.

**3 Fill in the blanks. 10 x 2 = 20**

- Grapevine is \_\_\_\_\_.
- A series of art frames / photos which depict the plan for video and audio of a commercial is called \_\_\_\_\_.
- Frequency modulation is \_\_\_\_\_.
- The premier Indian institution which is involved in research in Mass Communication is \_\_\_\_\_.
- Language is a set of \_\_\_\_\_.
- DBS stands for \_\_\_\_\_.
- IGNOU stands for \_\_\_\_\_.
- Masthead is \_\_\_\_\_.
- Interpersonal communication is \_\_\_\_\_.
- The Film Institute of India was set up in 1960 at \_\_\_\_\_.

**4 A) General Knowledge 5 x 1 = 5**

- Name the Union Minister for Information and Broadcasting.
- Who is the chairperson of Children's Film Society of India?
- Name the chairperson of the Press Council of India.
- What is yellow journalism?
- Who is the editor of Deccan Chronicle?

**B) Match the headlines under column A with new items in column B : 5 x 1 = 5**

A		B	
1	Juvenile cannot be retried	A	India's services sector decelerated further ....
2	Services fail to pickup in April	B	The commerce and industry will soon float a revised cabinet note on relaxation of norms for the construction sector...
3	Revised rules for FDI in realty	c	Suspects in an attempt to murder case have killed ....
4	4 killed in stampede	d	The centre told the Supreme Court that the law did not allow
5	Two witnesses killed	e	At least 14 people including six children were trampled to death ...

**Section – B (65 Marks)**
**1 Write a letter to the Principal of your college suggesting improvements in library services. 10**
**OR**

Write a letter to your sister suggesting a few career options.

..2

- 2 -

- 2 Given below is the beginning of a story. Continue and finish it in about 250 words. 20  
There was a desert wind blowing that night. It was one of those hot dry days. Mohan was taking a walk along the high way

- 3 Write brief scripts for news bulletins choosing any TWO of the following : 2 x 5 = 10
- a ASI to bring back Buddha's begging bowl from Kabul.
  - b NRI, three others, held in diamond cheating case in Mumbai.
  - c Our struggle is for peace and religious freedom, says Dalai Lama
  - d Policemen caught on camera slapping a group of women; three suspended.
  - e Theft in a gold jewelry shop.

- 4 Choose any ONE of the following and write a paragraph on it : 5
- a A rolling stone gathers no moss.
  - b Actions speak louder than words.

- 5 Use any FIVE of the following in sentences of your own. 5 x 2 = 10
- |                     |              |                       |
|---------------------|--------------|-----------------------|
| a pick up           | b put on     | c rule out            |
| d run into          | e turn down  | f cry over spilt milk |
| g to cry wolf       | h dark horse | i cock and bull story |
| j icing on the cake |              |                       |

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

English education and English language have done immense good to India, in spite of their glaring drawbacks. The notions of democracy and self-government are the products of English education. Those who fought and died for mother India's freedom were nursed in the cradle of English thought and culture. The West has made contributions to the East. The history of Europe has fired the hearts of our leaders. Our struggle for freedom has been inspired by the struggles for freedom in England, America and France. If our leaders were ignorant of English and if they had not studied this language, how could they have been inspired by these heroic struggles for freedom in other lands? English, therefore, did us great good in the past and if properly studied, will do immense good in future.

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