

Reg. No.:



Name:

University of Kerala

U8736

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

COMMUNICATIVE ENGLISH

UK2DSCECE104 - Introduction to Broadcast Media

Academic Level: 100-199

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark Each.Answer all questions

Qn No.	Question	CL	CO
1	What is meant by focus?	RE	4
2	What is AM Radio?	RE	1
3	What is CRT?	UN	1
4	How does mass media serve as an information provider?	UN	3
5	Which are the six Cs of a radio script?	UN	5
6	What is a public service announcement (PSA) on the radio?	UN	4

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Discuss the function of advertisements in a radio program.	UN	3
8	What is the importance of clarity in a radio script?	UN	5
9	Present the role of timing in a radio script.	AP	5
10	Explain on the demerits of TV and Radio as broadcast media in today's digital age.	AP	2

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) Illustrate how radio scripts account for different types of programs (e.g., news vs. entertainment)? OR B) Demonstrate how radio evolved globally from its inception to its present state.	AP	3, 5
12	A) Demonstrate the limitations of radio in terms of content delivery. OR B) What is the role of transitions in a radio script?	AN	3, 5
13	A) Evaluate the merits and demerits of Television as a broadcast media. OR B) Interpret the impact of radio programs on social and political awareness.	EV	1, 3
14	A) Imagine you are the host of a talk show on a current socio-cultural topic. Write an outline for the programme. OR B) Create a short radio script for a 30 second advertisement promoting a new product.	CR	3, 5