



Reg. No.:

Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

COMMUNICATIVE ENGLISH

UK1DSCECE103 - Mass Media and Advertising

Academic Level: 100-199

2024 Admission onwards

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	Which camera angle is used to make a subject appear powerful or dominant?	RE	2
2	Define "A Roll & B Roll"	RE	1
3	What is cybercrime?	UN	2
4	What are soap operas	UN	1
5	Define Mass media and list any two functions.	UN	2
6	Discuss how censorship affect freedom of expression.	UN	3

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 concept of broadcast media in India and outline the differences from other media.	UN	2
8	Differentiate Print Media and Broadcast Media	UN	2
9	Describe the pre-production process in television production and its significance.	AP	3
10	Prepare a radio script for your favourite programme	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)	AP	5, 2

Qn No.	Question	CL	CO
	Describe how a radio script ensures smooth communication between producer and presenter. OR B) Apply media dependency theory to analyse people's reliance on digital media during crises.		
12	A) Differentiate between classified advertising and commercial advertising. OR B) Examine the role of radio presenters. Distinguish the various types of presenters, along with essential tips and skills needed to excel in the profession	AN	2, 2
13	A) Evaluate new trends in advertising. OR B) Compare and contrast the functions performed by Community Radio, Educational Radio, and Campus Radio in society	EV	4, 2
14	A) Design the pre-production and post-production stages for a TV programme OR B) Recreate a scene from a popular television program	CR	6, 6