

**SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2024****(Regular/Improvement/Supplementary)****FUNCTIONAL ENGLISH****GFEN6B12T: ELECTRONIC MEDIA****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries *two* marks.  
(Ceiling 25 Marks)**

1. What is the slogan of AIR?
2. Explain the term 'New Media.'
3. What does FM stand for?
4. In which year was Prasar Bharati established?
5. Why is radio called a blind medium?
6. Define electronic media.
7. Write any two qualities required for a good radio jockey.
8. Expand DTH.
9. What is internet TV?
10. What is a soap opera?
11. Name any two private FM broadcasters in India.
12. Define advertising.
13. What is the global village concept?
14. What is blogging?
15. What does OB stand for?

**SECTION B: Answer the following questions. Each carries *five* marks.  
(Ceiling 35 Marks)**

16. Outline the evolution of radio as a popular broadcasting medium.
17. List the characteristics of broadcast writing.
18. Delineate the scope and limitations of radio.
19. Discuss the various radio scripting techniques.
20. What are the basics of television programme production?
21. Explain the different TV programme formats.
22. Discuss the advantages of New Media.
23. Writing for the WWW.

**SECTION C: Answer any *two* questions. Each carries *ten* marks.**

24. Online journalism and media convergence.
25. Enumerate the history of AIR.
26. Discuss the various functions of advertising.
27. Outline the origin and development of television.

**(2 x 10 = 20 Marks)**