

SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2025

(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. First News Bulletin broadcast from AIR was done in the year _____.
2. What is casting?
3. What is dry anchor read?
4. Comment on commercial radio.
5. What is editing?
6. Define Vlog.
7. What is e-communication?
8. State the meaning of Newsreels.
9. Comment on portable medium.
10. Define internet radio.
11. What is an anchor byte?
12. What is a B- Roll?
13. What do you mean by Global Village?
14. Name some of the major blogging service providers.
15. List some of the major PR techniques.

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 35 marks)

16. What are blogs. Discuss the different types of blogs.
17. Write a short note on Akashvani.
18. Briefly explain Satellite and HD Radio.
19. Enumerate the process of field recording.
20. What is a soap opera? What are its characteristics?
21. Explain the impact of technology on communication.
22. Discuss the advantages and disadvantages of new media.
23. What are the qualities required for RJ?

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

24. A broadcast script is also known as 'a writing for ears and eyes'. Explain.
25. Explain the format of Radio news bulletin, documentaries, drama and phone-in-programme.
26. Analyse the contribution of TV in community development.
27. What is advertising? Explain its origin, development and present implications.

(2 x 10 = 20 Marks)