

D6BFE2302

Reg. No.....

Name:

SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2026

(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. State the primary difference between FM and AM radio.
2. What is SEO used for in web writing?
3. Which equipment is commonly used for radio recording?
4. Enlist any four advantages of television compared to other mass media.
5. Which radio program format is characterized by scripted storytelling and voice acting?
6. Which technology offers better picture quality, HDTV or standard definition TV? Explain.
7. What are the essential steps in TV program production?
8. What is advertising?
9. List out the key elements of effective web writing?
10. When was All India Radio (AIR) established?
11. Which medium was the earliest form of broadcasting?
12. What is the tagline of All India Radio?
13. State the primary purpose of bulletins in radio programming.
14. What is the purpose of IPTV in television broadcasting?
15. Mention the advantages of e-journalism over traditional print journalism.

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

(Ceiling 35 marks)

16. Describe the differences between writing for the web and writing for traditional print media.
17. Provide a brief overview of the history of radio broadcasting, including key milestones and developments.
18. Explain the process of recording and editing audio for radio programs.

(PTO)

19. Discuss the importance of sound effects and music in radio production. How to incorporate them effectively into recordings?
20. What is DTH (Direct-to-Home) television, and how does it differ from cable television?
21. Outline the characteristics of effective broadcast writing and explain why they are important.
22. Discuss the advantages and challenges of Internet TV as a form of entertainment.
23. Explain the impact of blogging on public discourse and information sharing.

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

24. What is media convergence, and how does it impact traditional media industries?
25. Explain the essential elements of a radio script and discuss the differences between writing for radio and other mediums.
26. Compare and contrast broadcast writing for radio and television, highlighting any differences in style and approach.
27. How has television impacted communication and entertainment globally?

(2 × 10 = 20 Marks)