

2 0 2 3

(CBCS)

(2nd Semester)

ENGLISH

Paper : ENG GE-2

(Media and Communication Skills)

Full Marks : 75 Pass Marks : 40%

Time : 3 hours

(PART : B—DESCRIPTIVE)

(Marks : 50)

*The figures in the margin indicate full marks
for the questions*

**1. (a) Elaborate the various functions of
communication. 10**

Or

**(b) Discuss the seven C's of effective
communication.**

**2. (a) Comment on the classification of
advertising. 10**

L23/471a

(Turn Over)

Or

(b) What is ethical advertising? How is it different from unethical advertising?

2+8=10

3. (a) Analyze different types of editorials. 10

Or

(b) What is news? Explain the various elements of news.

2+8=10

4. (a) Examine the advantages and disadvantages of the Internet. 10

Or

(b) What is cyber crime? Mention some ways to tackle cyber crime effectively.

2+8=10

5. (a) Write an interview with a famous personality of your choice framing ten questions and their probable ten answers. 10

Or

(b) Write an e-mail to your friend seeking advice on exam preparation.

2023

(CBCS)

(2nd Semester)

ENGLISH

Paper : ENG GE-2

(Media and Communication Skills)

(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

SECTION—I

(Marks : 15)

Put a Tick (✓) mark against the correct answer in the brackets provided : 1×15=15

1. Communicating within oneself is known as

- (a) group communication ()
- (b) interpersonal communication ()
- (c) transpersonal communication ()
- (d) intrapersonal communication ()

2. Feedback is _____ in mass communication.

- (a) immediate ()
- (b) delayed and indirect ()
- (c) direct ()
- (d) instant and sharp ()

3. Another name for interpersonal communication is

- (a) mass communication ()
- (b) face-face communication ()
- (c) virtual reality ()
- (d) dyadic communication ()

4. The act of producing a message is known as

- (a) messaging ()
- (b) encoding ()
- (c) decoding ()
- (d) noise ()

5. Which of the following is the best medium for advertisement?

(a) Television ()

(b) Newspapers ()

(c) Magazines ()

(d) Radio ()

6. Which of the following media needs a script for an advertisement?

(a) Newspaper advertisements ()

(b) Classified advertisements ()

(c) Radio ()

(d) Magazine ()

7. When a newspaper advertisement looks like a new story, it is called

(a) spoken notice ()

(b) classified notice ()

(c) reading notice ()

(d) writing notice ()

8. _____ is a print media.

- (a) Radio ()
- (b) Television ()
- (c) Newspaper ()
- (d) Tape recorder ()

9. _____ is the latest time at which a story can be accepted.

- (a) Dateline ()
- (b) Deadline ()
- (c) Press time ()
- (d) Print time ()

10. Lead writer is one who writes the

- (a) main story ()
- (b) middle article ()
- (c) editorial ()
- (d) edit page article ()

11. _____ was developed the earliest.

- (a) Radio broadcast ()
- (b) Pod cast ()
- (c) Satellite telecast ()
- (d) Terrestrial telecast ()

12. Which one of the following is not a social networking website?

- (a) Facebook ()
- (b) Twitter ()
- (c) Google ()
- (d) Wayn ()

13. A global system of interconnected computer networks to serve billions of users worldwide is called

- (a) Intranet ()
- (b) Internet ()
- (c) Compunet ()
- (d) Ethernet ()

14. What is URL?

(a) Uniform Resource Locator ()

(b) Uniform Resource Latch ()

(c) Universal Resource Locator ()

(d) Universal Resource Latch ()

15. What is Twitter?

(a) An app for video calls ()

(b) A freelance website ()

(c) A free social network ()

(d) None of the above ()

(7)

SECTION—II

(Marks : 10)

Write short notes on any *five* of the following : $2 \times 5 = 10$

1. The World Wide Web

12. Group Communication SECTION

(Marks : 10)

Write short notes on any five of the following :
2x5=10

1. The World Wide Web

3. Mass Media

Printed Matter Advertising

((10))

4. Direct Mail Advertising

sideM 222M 13

Ba/ENG GE-2/471

ENG GE-2/471

5. Public Service Announcement (PSA)

6. A Long Shot (LS) *B. Public Service Announcement (PS)*

7. Unscripted Programme

8. Four C's of Broadcast Journalism

9. HTTP

10. Text Messages

Ba/ENG GE-2/471

10. Text Messages

9TH 9

Ba/ENG GE-2/471

L23-1000