2023

(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 communication. 10

- (b) Discuss the seven C's of effective communication.
- on the classification of 2. (a) Comment 10 advertising.

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(Turn Over)

Or

(b)	What is	ethical advertising? How i	s 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 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 answers.

10

Or

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

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(2nd Semester) bus beysleb (d)
ENGLISH (3)
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 William Laterily
()(Marks: 15) smusee others (s)
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 (1)
(c) transpersonal communication ()
(d) intrapersonal communication ())
[47]

	1	
2.	Fee	dback is in mass communication.
	(a)	immediate ()
	(b)	delayed and indirect ()
÷	(c)	direct ()
	(d)	instant and sharp ()
		Afedia and Communication Stills)
3.	And	other name for interpersonal communication is
	(a)	mass communication ()
S.140	(b)	face-face communication
	(c)	virtual reality
	(d)	dyadic communication ()
		lich (A cark against the cerrent prisure) in
4.	The	act of producing a message is known as
	(a)	messaging ()
	(b)	encoding ()
	(c)	decoding ()
	(d)	noise (m) remains anostra atal (b)

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5.	Whi	ch of the following is the best medium for
		ertisement?
	(a)	Television ()
	(b)	Newspapers ()
	(c)	Magazines ()
	(d)	Radio ()
		and the self of the second second of the second
6.		ich of the following media needs a script for an ertisement?
	(a)	Newspaper advertisements ()
	(b)	Classified advertisements ()
	(c)	Radio () man sear ()
	(d)	Magazine ()
7.		en a newspaper advertisement looks like a new y, it is called
	(a)	spoken notice ()) violation (5)
	(b)	classified notice () states albbits (c)
	(c)	reading notice () larming (3)
	(d)	writing notice () norths aged tibe (b)
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8.	for	risia print media. si gaiwollol adt la do	idW rvhs
	(a)	Radio ()	
	(b)	Television ()	(cl)
	(c)	Newspaper ()	(7)
	(d)	Tape recorder ()	111
9.		_ is the latest time at which a story can epted.	
	(a)	Dateline (a) remeat to be a madewall	(2)
	(b)	Deadline (a) (anilographic bolisse()	(q)
	(c)	Press time ()	124
	(d)	Print time ()	(5)
10.	Lea	d writer is one who writes the	JA .
	(a)	main story ()	(11)
	(b)	middle article () canton be seemed	(6)
	(c)	editorial () contest mathematical	404
	(d)	edit page article ()	TEA .
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11.		was developed the earliest.
	(a) (b)	Radio broadcast () Pod cast ()
	(c) (d)	Satellite telecast () Terrestrial telecast ()
		(c) Universal Resonance Longitor (c)
12.		ch one of the following is not a social networking site?
	(a)	Facebook ()
	(b)	Twitter ()
	(c) (d)	Google () Wayn ()
13.		global system of interconnected computer works to serve billions of users worldwide is called
	(a)	Intranet () siledew somebod (d)
	(b)	Internet () Proposal teroes sent A (s)
	(c)	Compunet ()
	(d)	Ethernet (()) seederall to smoll (b)
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14.	Wh	at is URL?	the ear	veloped	ob arm.	
		() 38	ondcas		(22)
	(a)	Uniform Resource	Locator	(h.9	
	(b)	Uniform Resource	Latch	(Souther (Terrestr	
	(c)	Universal Resourc)	
	(d)	Universal Resource		(erre?) Facebox	daw
					Twitter	
15.		at is Twitter?	21	,	Google	
		An app for video o		()		13. A
	(b)	A freelance website)	vorks to	(a)
	(c)	A free social netwo	ork ()		(0)
			()	7		(2)
	(d)	None of the above	()	kreenka Linearia	U.
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SECTION—II A TUMBER OF THE MOITS

(Marks: 10)

Write short notes on any five of the following: $2\times5=10$

1. The World Wide Web

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Balking Gmilled

2. Group Communication MOTTORS

(Marks: 10)

Write short notes on any fire of the following said 2x5=10

I The World Wide Web

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ETA GASO ONALE

3. Mass Media

4 D. oot Mail Advertising

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ENNY OF DIAME

3. Wass Media

4. Direct Mail Advertising

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AVENS-ME DINE

5. Public Service Announcement (PSA)

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6. A Long Shot (LS) 34) Insurcement Announcement (PS (ZJ) today of the Service Announcement (PS (ZJ) today of t

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INA SESSIBILI

7. Unscripted Programme and readment to give model

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174/12/20 DMB/88

8. Four C's of Broadcast Journalisms gord hetque all .

rano objectivent

9. HTTP

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10. Text Mossayus

10. Text Messages

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