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 of communication.

Or

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

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(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 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.

Or

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

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((2nd Semester)) bus beysleb (d)
ENGLISH (2)
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 Lauriv (a)
Marks::150 snesso stockb (6)
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 (17)
(d) intrapersonal communication ( ) on (
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2.	Fee	dback is in mass communication.
	(a)	immediate ( 2) ( )
	(b)	delayed and indirect [ [ ] )
	(c)	direct ( )
	(d)	instant and sharp ( )
ģ		( Media and Communication Stills )
3.	And	other name for interpersonal communication is
	(a)	mass communication ()
100	(b)	face-face communication (m) (m)
	(c)	virtual reality ( )
	(d)	dyadic communication ( )
	anda)	lich (4) mark against the orrect answer in
4.	The	act of producing a message is known as
	(a)	messaging ( )
	(b)	encoding ( )
	(c)	decoding ( ) ( ) MARIE COMPAGNIC (
	(d)	noise (m) manufactura is no experience to

5.		ch of the following is the best medium for
	adve	ertisement?
	(a)	Television ( )
	(b)	Newspapers ( )
	(c)	Magazines ( )
	(d)	Radio ( )
		one of the second secon
6.		ich of the following media needs a script for an ertisement?
	(a)	Newspaper advertisements ( )
	(b)	Classified advertisements ( ) ( )
	(c)	Radio ( ) smir zestq (s)
	(d)	Magazine ( )
7.		en a newspaper advertisement looks like a new y, it is called
	(a)	spoken notice ( ) value mach (50)
	(b)	classified notice () ) doing alabam (c)
	(c)	reading notice ( ) larming (3)
	(d)	writing notice ( ) sortes asset tibe (b)
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8.	for	mista print media. si gaiwollol adt lo do	Mhi adve
	(a)	Radio ( )	(10)
	(b)	Television ( )	(d)
	(c)	Newspaper ( )	(0)
	(d)	Tape recorder ( ) ( ) oibs in	(14)
9.		is the latest time at which a story can epted.	
	(a)	Dateline ( a) nomesitavbs 10 ocaweM	(12)
	(b)	Deadline (a)nemerravos belissas	(d)
	(c)	Press time ( )	tay.
	(d)	Print time ( )	(5)
10.	Lead	d writer is one who writes the	Y. What
	(a)	main story ( )	(11)
	(b)	middle article ( ) coulor belignes	(6)
	(c)	editorial ( )	(0)
	(d)	edit page article ( ) paper graden	(5)
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11.	With the Personal Printers and Per	_ was developed the earliest. SJAU at mail AI
	(a)	Radio broadcast ( )
	(b)	Pod cast ( )
	(c)	Satellite telecast ( )
	(d)	Terrestrial telecast ( )
		(c) Unaversal Resonance Lonson (c)
12.		ch one of the following is not a social networking osite?
	(a)	Facebook ( )
	(b)	Twitter ( )
	(c)	Google ( )
	(d)	Wayn ( )
13.		global system of interconnected computer works to serve billions of users worldwide is called
	(a)	Intranet ( )
	(b)	Internet ( ) Mondon Lerons and A (a)
	(c)	Compunet ( )
	(d)	Ethernet (()) stands and to anoth (b)
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14.	Wh	was developed the carliest SIRU si tad	.11
		(a) Radi broadcast ( )	
	(a)	(b) Prof (b)	
	(b)	Uniform Resource Latch ( )	
		(d) Terrestrial telecast	
	(c)	Universal Resource Locator ( )	
		Which one of the following is not a social networkd	12.
	(d)	( )	
		(a) Facebook ( )	
		(b) Twitter ( )	
15.	Wh	nat is Twitter?	
		(d) Wayn (f) and the sentence of	
		An app for video calls  ( )  An app for video calls  ( )  A global system of interconnected completed comp	13.
		networks to serve billions of users workliveds is built	
	(b)	A freelance website ( )	
	(c)	A free social network ( )	
		(a) Committee ( ) (mac-table)	
	(d)	None of the above ( )	
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SECTION III BOOTH MINISTER SECTION

( Marks: 10 )

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

1. The World Wide Web

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## 2. Group Communication MOTTORS

( Marks: 10 )

Write short notes on any five of the following is all 2x5-10

I. The World Wide Web

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((9))

3. Mass Media

4. Direct Mail Advertising

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LING OR DINGS

4. Direct Mail Advertising

3. Mass Media

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SVe\S-3D DMB

5. Public Service Announcement (PSA)

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6. A Long Shot (LS) 24) memoranona sorvice Scivice Announcement (PS (ZJ) today . 8

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7. Unscripted Programme and transport to ell and

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

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( 15 )

**9.** HTTP

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10. Text Mossayes

10. Text Messages

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