

C 22190

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2022**

Mass Communication and Journalism

JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least **ten** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Multimedia.
2. Receiver.
3. Podcast.
4. Vividh Bharati.
5. Interpersonal Communication.
6. Reddit.
7. Crowdsourcing.
8. Radio Jockeying.
9. Sound Effects.
10. Hashtag.
11. Cyber crime.
12. Radio Drama.
13. Satellite radio.
14. Breaking news.
15. Outside broadcasting.

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. What are the principles of headline writing in online news ?
17. Describe the scope of social media as a tool for news gathering.
18. Analyse the similarities and differences between print and broadcast news.
19. Elaborate the important characteristics of new media.
20. Analyse the scope and relevance of private FM stations in Malayalam.
21. Explain the important provisions of IT Act 2000. Does it limit the freedom of expression ?
22. Examine the news determinants in cyberspace.
23. What are the different types of mass media ? Explain with examples.

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. Critically assess role of social media in Jasmine Revolution.
25. Describe with suitable examples the functions and dysfunctions of mass communication.
26. Trace the history and evolution of the internet.
27. Detail the characteristics, scope and limitations of radio as a mass medium.

(2 × 10 = 20 marks)

C 22190-A

(Pages : 4)

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JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

(2021 Admissions)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

(Multiple Choice Questions for SDE Candidates)

1. Frequency of FM band is :
  - (A) 88 to 108 KHz.
  - (B) 88 to 108 MHz.
  - (C) 88.8 to 108.8 KHz.
  - (D) 88.8 to 108.8 MHz.
2. NSD stands for :
  - (A) News Service Department .
  - (B) News Service Division.
  - (C) News Server Dynamics.
  - (D) News Service Development.
3. Prasar Bharati was established in the year :
  - (A) 1992.
  - (B) 1995.
  - (C) 1996.
  - (D) 1997.
4. Rundown is :
  - (A) Count down for news bulletin.
  - (B) Script of news bulletin.
  - (C) Duration of news bulletin.
  - (D) The list of news items in a bulletin.
5. Which of the following radio programme prefers Bi-directional microphone for recording ?
  - (A) Radio Talk.
  - (B) Radio Interview.
  - (C) Radio Drama.
  - (D) Radio News.
6. Intonation is :
  - (A) The quality of sound for different people.
  - (B) The tonal difference due to stress on different syllables.
  - (C) The difference of frequency in human voice.
  - (D) None of the above.
7. SFX stands for \_\_\_\_\_.
  - (A) Sound Effects.
  - (B) Special Effects.
  - (C) Sound For Experience.
  - (D) Sound For Effects.

8. \_\_\_\_\_ is an example for audio editing software.
- (A) Adobe Audio Studio. (B) Adobe Audition.  
(C) Adobe Prelude. (D) Adobe Audist.
9. Frequencies are allotted for Radio stations in India by :
- (A) State Government. (B) District Collector.  
(C) Central Government. (D) No need for allocation.
10. Vividh Bharati is :
- (A) AM Radio. (B) FM Radio.  
(C) Community Radio. (D) Online Radio.
11. All India Radio is known as *Akashvani* since :
- (A) 1952. (B) 1954.  
(C) 1956. (D) 1958.
12. AIR code doesn't permit :
- (A) Criticism of friendly countries.  
(B) Attack on religious communities.  
(C) Anything amounting to contempt of court.  
(D) All the above.
13. Using multiple media on internet platforms is termed as :
- (A) Media Merge. (B) Media Convergence.  
(C) Media Collection. (D) Multiple Media.
14. Pick the odd one out :
- (A) Google. (B) Yahoo.  
(C) Bing. (D) Mozilla.
15. I.T. Act was implemented in :
- (A) 2002. (B) 2000.  
(C) 1987. (D) 1999.

Turn over

16. Phishing is :
- (A) Hacking a computer over internet.
  - (B) Online theft.
  - (C) Fraudulent attempt to obtain sensitive information.
  - (D) None of the above.
17. ICT stands for \_\_\_\_\_.
- (A) Information and Communication Techniques.
  - (B) Internet and communication Television.
  - (C) Internet Communication Tool.
  - (D) Information and Communication technology.
18. NWIO stands for :
- (A) New World Internet Organization. (B) New World Information Organization.
  - (C) New World Information Order. (D) New World Internet Order.
19. Stalking is :
- (A) Unauthorised access to others' data online.
  - (B) Unauthorised monitoring of others' online activity.
  - (C) Unauthorised access to others' online accounts.
  - (D) None of the above.
20. RSS Feed helps in :
- (A) Accessing news from different websites.
  - (B) Sending news to different organizations.
  - (C) Downloading video news from different sites.
  - (D) Enabling multi-lingual content on websites.