

C 4467

(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021

Mass Communication and Journalism

JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

Time : Two Hours and a Half

Maximum : 80 Marks

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

1. Noise.
2. Timeliness.
3. Lead.
4. Club FM.
5. ISBS.
6. Radio on Mobile.
7. Radio Jockey.
8. SFX.
9. Frequency Modulation.
10. ARPANET.
11. HTML.
12. India against Corruption.
13. Cyber terrorism.
14. Media convergence.
15. IT Act.

(10 × 3 = 30 marks)

Section B*Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. Briefly explain the nature and functions of communication.
17. Explain the structure of a news story.
18. Write a short note on Community Radio.
19. What are the characteristics of radio ?

Turn over

20. Write a short note on radio news reading and presentation.
21. Explain any three characteristics of the Internet.
22. What are the news determinants in cyberspace ?
23. How can social media be used for Public Relations ?

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. What is social media activism ? How can the New Media used for Political Communication and Propaganda ?
25. Write a critique on cyber laws in India.
26. Explain the organizational set-up of AIR.
27. Define communication. Explain in detail how Internet can be considered as a medium of communication.

(2 × 10 = 20 marks)

C 4467-A**(Pages : 4)****Name.....****Reg. No.....****SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021**

Mass Communication and Journalism

JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

(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. dB stands for :
 - (A) Decimel.
 - (B) Decibel.
 - (C) Downbell.
 - (D) None of the above.
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. Pick the odd one out :
 - (A) dB.
 - (B) Hz.
 - (C) Nms.
 - (D) Phons.
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. AM radio has a frequency range of :
 - (A) 535 - 1605 MHz.
 - (B) 535 - 1605 KHz.
 - (C) 53.5 - 160.5 MHz.
 - (D) 53.5 - 160.5 KHz.

8. Frequencies are allotted for Radio stations in India by :
- (A) State Government. (B) District Collector.
(C) Central Government. (D) No need for allocation.
9. _____ Microphone is preferred for a radio interview.
- (A) Uni-directional. (B) Bi-directional.
(C) Omni-directional. (D) None of the above.
10. Podcast is :
- (A) Audio stream over internet. (B) Video stream over internet.
(C) Audio stream as radio waves. (D) None of the above.
11. Pick the odd one out :
- (A) Google Chrome. (B) Internet Explorer.
(C) Safari. (D) Google.
12. _____ is not an ISP.
- (A) Vodafone. (B) Reliance.
(C) TRAI. (D) BSNL.
13. _____ is a media presentation distributed over the Internet using streaming media technology to distribute a single content source to many simultaneous listeners/ viewers.
- (A) Webcasting. (B) Narrow casting.
(C) Broadcasting. (D) Telecasting.
14. Which is the first online newspaper in Malayalam ?
- (A) Deepika. (B) Malayala Manorama.
(C) Mathrubhumi. (D) Madhyamam.
15. Which of the following is not a characteristic of online media ?
- (A) Anonymity. (B) Global Accessibility.
(C) Instant. (D) Credible.

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. URL stands for :

- (A) Universal Readable Language. (B) Universal Record Language.
- (C) Universal Resource Locator. (D) Universal Resource Language.

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.