

**2022**  
**B.A./B.Sc.**  
**Second Semester**  
GENERIC ELECTIVE – 2  
**ENGLISH**  
*Course Code: ENG 2.11*  
(Media & Communication Skills)

*Total Mark: 70*

*Pass Mark: 28*

*Time: 3 hours*

*A. Answer the following questions:*

1. (a) What is globalization? Comment on the classification of globalization? 10

OR

- (b) Comment on the different forms of mass communication. 10

2. (a) Briefly explain five basic news scripts in TV. 10

OR

- (b) Prepare a script for radio news on the following topic in 100 words:  
“Folklore Exhibition in Kohima” 10

3. Edit the following passage naming the various usage errors the author has committed.

Studying in the foreign country was going to built my characteristics. I have been told many times that after overcome all the obstacles a foreign student invariably faces, one feels much better. I will definitely be more confidence after that. You stop worrying about group to join or what will you do on Friday night. 10

4. (a) Discuss the positive and negative impact of social media on any one of the following: 10

- |              |                  |
|--------------|------------------|
| (i) Business | (ii) Education   |
| (iii) Youth  | (iv) Social life |

OR

- (b) What is cyber media? Explain some of the important conventions of cyber writing. 10

5. (a) Discuss any three types of advertisement. 5
- (b) Write short notes on *any two* of the following: 3×2=6
- (i) Surrogate advertisement
  - (ii) Ethics in advertisement
  - (iii) The internet as an advertising medium
- (c) You would like to dispose of your old laptop/phone (choose either one). Draft a classified advertisement to be put in the newspaper. 3

*B. Answer the following questions:* 4×4=16

6. Explain the role of government to make globalization fair.
7. What is ELF?
8. What does editorial of argument or persuasion do? Name two characteristics of such an editorial.
9. Write a note on the difference between print media and cyber media.

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