

2024
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

Answer the following questions:

1. What is the relationship between communication and globalization? 10
2. Write short notes on *any two* of the following: 3×2=6
 - (a) Financial advertisement
 - (b) Surrogate advertisement
 - (c) Public service advertisement
 - (c) Intellectual property
3. Explain *any two* of the following: 5×2=10
 - (a) Sound-bite and voice-over
 - (b) ELF
 - (c) Similarities and differences between TV news and radio news
4. Define editorial. Name its various types and functions. 2+4+4=10
5. Elaborate with examples the different types of social media. 10
6. What are the different modes of mass communication? 4
7. (a) What is advertisement? Explain the different types of products. 5

OR

 (b) Discuss ethics in advertisement. 5
8. (a) Draft a poster on “WORLD DAY FOR WATER.” 3

OR

 (b) You have a laptop for sale. Draft a classified advertisement. 3

9. Create a script for radio news on the given topic in eighty (80) words:
Film Festival 4
10. Edit the following sentences identifying function category mistakes, and usage errors wherever relevant: 4
- (a) Leaving home for studying abroad would develop my characteristics.
 - (b) I were leaving my family, friends, the places I knew: whole part of my life.
 - (c) My answer to the claims are that as a result of my experiences here I will certainly have more confident.
11. Write a short note on *any one* of the following: 4
- (a) Cyber media
 - (b) Digital well-being
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