

Ba/ENG GE-2

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. 10

Or

- (b) Discuss the seven C's of effective communication.

2. (a) Comment on the classification of advertising. 10

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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 and 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 ten answers. 10

Or

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

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(CBCS)

(2nd Semester)

ENGLISH

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

(Marks : 15)

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 ()
- (d) intrapersonal communication ()

2. Feedback is _____ in mass communication.

- (a) immediate ()
- (b) delayed and indirect ()
- (c) direct ()
- (d) instant and sharp ()

3. Another name for interpersonal communication is

- (a) mass communication ()
- (b) face-face communication ()
- (c) virtual reality ()
- (d) dyadic communication ()

4. The act of producing a message is known as

- (a) messaging ()
- (b) encoding ()
- (c) decoding ()
- (d) noise ()

5. Which of the following is the best medium for advertisement?

- (a) Television ()
- (b) Newspapers ()
- (c) Magazines ()
- (d) Radio ()

6. Which of the following media needs a script for an advertisement?

- (a) Newspaper advertisements ()
- (b) Classified advertisements ()
- (c) Radio ()
- (d) Magazine ()

7. When a newspaper advertisement looks like a new story, it is called

- (a) spoken notice ()
- (b) classified notice ()
- (c) reading notice ()
- (d) writing notice ()

8. _____ is a print media.

- (a) Radio ()
- (b) Television ()
- (c) Newspaper ()
- (d) Tape recorder ()

9. _____ is the latest time at which a story can be accepted.

- (a) Dateline ()
- (b) Deadline ()
- (c) Press time ()
- (d) Print time ()

10. Lead writer is one who writes the

- (a) main story ()
- (b) middle article ()
- (c) editorial ()
- (d) edit page article ()

11. _____ was developed the earliest.

- (a) Radio broadcast ()
- (b) Pod cast ()
- (c) Satellite telecast ()
- (d) Terrestrial telecast ()

12. Which one of the following is not a social networking website?

- (a) Facebook ()
- (b) Twitter ()
- (c) Google ()
- (d) Wayn ()

13. A global system of interconnected computer networks to serve billions of users worldwide is called

- (a) Intranet ()
- (b) Internet ()
- (c) Compunet ()
- (d) Ethernet ()

14. What is URL?

- (a) Uniform Resource Locator ()
- (b) Uniform Resource Latch ()
- (c) Universal Resource Locator ()
- (d) Universal Resource Latch ()

15. What is Twitter?

- (a) An app for video calls ()
- (b) A freelance website ()
- (c) A free social network ()
- (d) None of the above ()

(7)

SECTION—II

(Marks : 10)

Write short notes on any *five* of the following : 2×5=10

1. The World Wide Web

2. Group Communication

3. Mass Media

4. Direct Mail Advertising

5. Public Service Announcement (PSA)

6. A Long Shot (LS)

7. Unscripted Programme

8. Four C's of Broadcast Journalism

(15)

9. HTTP

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(16)

10. Text Messages

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