

Reg. No.:



Name:

University of Kerala

W7831

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

ENGLISH

UK1DSCENG102 - Language for Media

Academic Level: 100-199

2024 Admission onwards

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

**Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark
Each.Answer all questions**

Qn No.	Question	CL	CO
1	What is the short musical advertisement used for branding in radio shows?	RE	1
2	Name the first private FM station in India.	RE	4
3	What is meant by “Cold Copy” in broadcast media?	UN	1
4	What is mass media?	UN	1
5	What are soap operas?	UN	5
6	What is a Radio Jingle?	UN	1

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Describe the essential qualities of a Radio Jockey (RJ)	UN	4
8	What is mis-en-scene? Explain its main elements	UN	4
9	Show the utility of community radio stations.	AP	4
10	How do various components of a radio programme help in creating an impact on the listeners?	AP	5

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A)	AP	5, 1

Qn No.	Question	CL	CO
	Implement the steps of radio script preparation and draft a radio feature on a social issue of your choice. OR B) Discuss the functions of Mass Media.		
12	A) Analyse the six C's of Radio Script writing. OR B) Differentiate informational programmes and educational programmes.	AN	5, 6
13	A) Explain the differences between documentary and reality TV shows. OR B) Evaluate the effectiveness of television as a tool for educational programming.	EV	2, 2
14	A) Create a comparison of the same programme format broadcast on Radio and Television by analysing their features, characteristics, and audience engagement strategies. Which medium would make the programme more successful and why? OR B) Prepare script for a radio news bulletin	CR	6, 5