



Reg. No.: .....

Name: .....

## University of Kerala

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	When was Television established in India?	RE	1
2	Differentiate AM and FM.	RE	2
3	What is the primary characteristic that distinguishes broadcast media from print media?	UN	1
4	In television production, what in the process after actual filming?	UN	4
5	What is a Voice-over (V/O)?	UN	1
6	Distinguish between A Roll and B Roll.	UN	4

**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	What are the different types of radio?	UN	2
8	Describe the structure of a radio script.	UN	5
9	How do you handle audience engagement in a Radio Script?	AP	4
10	Illustrate how you could use high-angle and low-angle shots in a scene to show power or weakness in a character.	AP	4

**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, 5

Qn No.	Question	CL	CO
	<p>Explain the process involved in the production of a television program, from concept to broadcast.</p> <p>OR</p> <p>B)</p> <p>Explain the different components of a radio program.</p>		
12	<p>A)</p> <p>Explain different types of radio programmes.</p> <p>OR</p> <p>B)</p> <p>Distinguish the salient features of radio and television as broadcast media.</p>	AN	5, 6
13	<p>A)</p> <p>Evaluate the qualities needed for a successful Radio Jockey.</p> <p>OR</p> <p>B)</p> <p>Evaluate the origin and growth of Radio.</p>	EV	3, 5
14	<p>A)</p> <p>Prepare questions to conduct an interview with an RJ</p> <p>OR</p> <p>B)</p> <p>Create a complete radio script for a public awareness announcement on any social issue of your choice.</p>	CR	4, 5