

University of Kerala  
UoK -FYUGP

| Discipline:  **Communicative English** |  | Time: 1 Hour 30 Minutes (90 Mins.) |
| --- | --- | --- |
| Course Code: **UK1DSCECE103** |  | Total Marks: 42 |
| Course Title: **Mass Media and Advertising** | | |
| Type of Course: DSC | | |
| Semester: 1 | | |
| Academic Level: 100-199 | | |
| Total Credit: 4, Theory: 3 Credit, Practical: 1 Credit | | |

**Part A. 6 Marks. Time: 6 Minutes  
Objective Type. 1 Mark Each. Answer All Questions**

(Cognitive Level: Remember/Understand)

| **Qn. No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| --- | --- | --- | --- |
| 1. | Define the term Cold Copy | Remember | 1 |
| 2. | Who is credited with creating the first long-distance radio transmission? | Remember | 1 |
| 3. | Which camera angle is used to make a subject appear powerful or dominant? | Understand | 4 |
| 4. | What are Soap Operas? | Understand | 4 |
| 5. | Which component of a radio program primarily creates atmosphere and adds realism to the storytelling? | Understand | 2 |
| 6. | Define Jingle | Understand | 4 |

**Part B. 8 Marks. Time: 24 Minutes Short Answer. 2 Marks Each. Answer All Questions (Cognitive Level: Understand/Apply**

| **Qn. No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| --- | --- | --- | --- |
| 7. | Explain the role of radio in the early stages of broadcast media and how it contributed to the development of mass communication. | Understand | 1 |
| 8. | How does the Audience reception theory differ from the Cultivation theory? | Understand | 2 |
| 9. | Explain how applying the 6 C’s of a radio script can improve the clarity and effectiveness of a radio program, especially when targeting a diverse audience. | Apply | 3 |
| 10. | Describe the pre-production process in television production and its significance. | Apply | 4 |

**Part C. 28 Marks. Time: 60 Minutes  
Long Answer. 7 Marks Each. Answer all 4 questions, choosing among options within each question.**

(Cognitive Level: Apply/Analyse/Evaluate/ Create)

| Qn. No. | Question | Cognitive Level | Course Outcome (CO) |
| --- | --- | --- | --- |
| 11.  . | a)Analyze the role of sound effects and silence in creating an immersive experience in radio plays. How do these elements enhance the storytelling compared to words alone? Discuss with examples.  Or  b)Discuss how the qualities of a radio jockey (RJ) would enhance the program's delivery and impact. | Apply | 4,1 |
| 12. | a)Analyse the history and impact of Broadcast Media  Or  b)Analyse the qualities required for an RJ | Analyse | 1 |
| 13. | a)How does the print media shape public opinion and societal attitudes?  Or  b)UGC (User-generated content) is a popular advertising strategy because it’s authentic, relatable, and cost-effective. Justify your opinion | Evaluate | 2 |
| 14. | a)Imagine you want to create an advertisement. What  techniques would you use and how would you send it to the  customers? Illustrate it with an example.  Or  b)Create a radio script for a news bulletin | Create | 1,2 |

| **Cognitive Level** | **Marks** | **Percentage** |
| --- | --- | --- |
| Remember | 2 | 7.8 |
| Understand | 8 | 19.0 |
| Apply | 11 | 26.2 |
| Analyse | 7 | 16.7 |
| Evaluate | 7 | 16.7 |
|  |  |  |
| Create | 7 | 16.7 |
| **TOTAL** | **42** | **100** |

| **Course Outcomes** | **Marks** | **Percentage** |
| --- | --- | --- |
| 1 | 8 | 19.4 |
| 2 | 6 | 14.2 |
| 3 | 6 | 14.2 |
| 4 | 6 | 14.2 |
| 5 | 8 | 19.4 |
| 6 | 8 | 19.4 |
| **TOTAL** | **42** | **100** |