

**B.A. IV SEMESTER END EXAMINATION, APRIL 2019**

**ENGLISH SEC-MEDIA AND COMMUNICATION SKILLS (EGS 105)**

**Duration: 2 hours**

**Max. Marks: 80**

**INSTRUCTIONS:**

- i) All questions are compulsory.*
  - ii) Answer sub-questions in Question I and Question II in 100 words each.*
  - iii) Answer Questions III,IV,V and VI in 400 words each.*
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**Q.I. Write Short Notes on **any four** of the following: (4x4=16)**

- i) The Communication Cycle
- ii) Elements of an Advertisement
- iii) The basic functions of Mass Media
- iv) Traditional or Offline Advertising
- v) Media convergence
- vi) Facebook as a form of Social Media

**Q.II. Write Short Notes on **any four** of the following: (4x4=16)**

- i) Types of Cyber and Social Media
- ii) The negative effects of Mass Media
- iii) AIDA formula in Advertising
- iv) Hashtags in Social Media
- v) Social Media Influencers
- vi) Inverted Pyramid Form in Newspaper Reports

**Q.III. i) What is Mass Media? Describe the different categories of mass media. (12)**

**OR**

**ii) How does mass communication promote cultural globalization? (12)**

**Q.IV. i) What is Online Advertising? Evaluate the different types of Online Advertising. (12)**

**OR**

**ii) Design the Copy and Layout of a print advertisement for an eco-friendly product. (12)**

**Q.V. i) Discuss the positive impact of Social Media in today's world. (12)**

**OR**

**ii) Describe the characteristic features of Social Media. (12)**

**Q.VI. i) Enumerate some of the major guidelines involved in editing a news report. (12)**

**OR**

**ii) You are the Editor of a local Goan Daily. Write an Editorial about the upcoming elections in India. (12)**

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**Q.I. Write Short Notes on **any four** of the following: (4x4=16)**

- i) Display Advertisements
- ii) The elements of the communication process
- iii) Types of Cyber and Social Media
- iv) The advantages of Online Advertising
- v) Social Media Advertisements
- vi) Instagram as a form of Social Media

**Q.II. Write Short Notes on **any four** of the following: (4x4=16)**

- i) Media Convergence
- ii) The positive effects of Mass Media
- iii) Native Advertising
- iv) AIDA formula in Advertising
- v) Hashtags in Social Media
- vi) Digital Media

**Q.III. i) Describe the impact and influence that Mass Media has on Society. (12)**

**OR**

**ii) Evaluate the role of the Media in the process of Globalization. (12)**

**Q.IV. i) Examine the various forms of misleading advertising in the context of ethics in advertising. (12)**

**OR**

**ii) Design the Copy and Layout of a print advertisement for an educational product. (12)**

**Q.V. i) Analyse the negative influence that Social Media has in today's world. (12)**

**OR**

**ii) Describe the characteristic features of Cyber Media. (12)**

**Q.VI. i) Enumerate some of the major guidelines involved in editing an online article. (12)**

**OR**

**ii) You are the Editor of a local Goan Daily. Write an Editorial about the problems faced by the average Goan citizen. (12)**

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