

QP Code: U25B028

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

II SEMESTER (FYUGP) DEGREE EXAMINATION, MARCH 2025

B.A/B.Sc/B Com/BSW

ENG2MN102 : PROFESSIONAL SKILLS IN MEDIA PRESENTATIONS

2024 Admission Onwards

(Credits: 4)

Time: 2 Hours

Maximum Marks: 70

Section A

*Answer **all**. Each question carries 3 Marks (Ceiling: 24 Marks)*

1. What is meant by storytelling in the context of public speaking? [BTL2]
2. Mention key skills for sports anchoring. [BTL1]
3. How does storytelling help in audience engagement? [BTL2]
4. What is a jargon? [BTL1]
5. What does virtual reality mean? [BTL2]
6. What is logos in the context of social media influencers? [BTL1]
7. How can a teleprompter be used effectively? [BTL2]
8. What is a podcast? [BTL1]
9. What are the basic preparations to step into anchoring? [BTL2]
10. What is meant by Asynchronous Public Speaking? [BTL1]

Section B

*Answer **all**. Each question carries 6 Marks (Ceiling: 36 Marks)*

11. Discuss some ways for influencers and media figures to captivate audiences. [BTL4]
12. What is a panel discussion? How can it be conducted effectively? [BTL3]
13. Discuss some important features of platforms like Google Meet and Zoom. [BTL4]
14. Discuss some ways of keeping the audience involved during online presentations. [BTL3]
15. What is a virtual background in online presentations? Discuss some tools that help with it. [BTL4]

Turn Over

16. How can one overcome nervousness during public speaking? Discuss the strategies. [BTL3]
17. What are the key qualities needed for weather anchoring? [BTL4]
18. How important is time management for a presenter? Discuss. [BTL3]

Section C

*Answer **any one**. Each question carries **10 Marks** (1x10=10 Marks)*

19. Discuss how presenters can be more inclusive and respectful during presentations. [BTL5]
20. Discuss the difference between the roles, responsibilities and skills of news readers and news anchors. [BTL5]
