

THIRD SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2018**(CUCBCSS—UG)****ENG 3A 05—NATIVE MEDIA IN ENGLISH****(2014 Admissions)****Time : Three Hours****Maximum : 80 Marks****I. Answer the following bunches of questions :-****1. MCI is :**

- (a) Management Council of India. (b) Medical Council of India.
(c) Monetary Council of India. (d) None of the above.

2. What is philanthropy ?

- (a) Quality of being economical with money.
(b) The state of completely lacking in a particular good quality.
(c) The desire to promote the welfare of others especially through charity.
(d) Extreme unwillingness to spend money.

3. Which of the following does not belong to the three C's of writing online :

- (a) Clear. (b) Concise.
(c) Confront. (d) Consistent.

4. Sir Fred Toyle was the mentor of :

- (a) E.M. Forster. (b) Jawaharlal Nehru.
(c) Shashi Kumar. (d) Jayanth Vishnu Narlikar.

5. According to Steve Cohen 'Search' is :

- (a) Finding solutions. (b) Indexing and Retrieval.
(c) Referring and Gathering. (d) None of the above.

6. IGSSS is Indian ———— Social Service Society :

- (a) Government. (b) Global.
(c) Grid. (d) None of the above.

Turn over

7. According to Narlikar, the element of superstition in the new generation :
- (a) Has increased. (b) Has mutated.
(c) Has leveled. (d) Has decreased.
8. What is clutter ?
- (a) Excessive amount of litter. (b) Excessive number of messages.
(c) Extreme mess. (d) Excessive wastage.
9. The film, *Only an Axe Away*, pays homage to :
- (a) Chipko Movement. (b) White Revolution.
(c) Anti-Feticide Movement. (d) Silent Valley Movement.
10. Which among the following is not an advantage of TV in advertising :
- (a) Creativity. (b) Low cost.
(c) Channel surfing. (d) High reach.

(10 × 1 = 10 marks)

II. Answer in a sentence or two any *ten* questions :

11. Why is the convergence of the media a mutating concept ?
12. How is science different from scientific temper ?
13. What is the foundation work done by Bill Gates in India ?
14. What is the Act for the protection of children in India ?
15. What are the disadvantages of advertising on TV ?
16. Where is the Silent Valley National Park located ?
17. Name other anti-dam struggles in India.
18. What is UGC ?
19. Why are abbreviations not advisable for writing online ?
20. What is meant by narscissurfing ?
21. What is Blog ?
22. Why is it important to craft positive status update ?

(10 × 2 = 20 marks)

III. Answer any *four* of the following questions in a paragraph of 100 words :

23. According to Narlikar, what are the differences between the past and present generation ?
24. Write a short note on comet Swift- Tuttle in 2126.
25. Write a brief note on Bill Gates foundation work in India.
26. Write a note on your observation of medical practice in Kerala.
27. Write a note on the impact of TV commercials on people of different age groups.
28. Write a note on nature as a web of life.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in 300 words :

29. Write an essay on the role of videos in geopolitical unrest.
30. Write an essay on the importance of writing online.
31. Write an essay on advertisements on internet networks on television.
32. Write an essay on the impact of television reality shows on the society.

(2 × 15 = 30 marks)