

Answer any 8 questions from 1 to 9. Each carries 1 score.

(8 × 1 = 8)

- The first college magazine in Kerala  
(a) Samakalika Malayalam (b) Vidya Samgraham  
(c) Mangalam (d) Swadeshbhimani
- Which is the correct definition of 'House style' ?  
(a) A style of house interior decoration  
(b) A set of specific rules to be followed by magazine writers  
(c) A type of advertising layout  
(d) A reporting style
- \_\_\_\_\_ is a navigation element that guides the magazine reader.  
(a) Caption (b) Cover line  
(c) Running head (d) Tagline
- The first Malayalam Private FM station in Kerala is \_\_\_\_\_.  
(a) Radio Mango (b) Club FM  
(c) FM Rainbow (d) Radio Mirchi
- In Television production, the term 'Talent' refers to \_\_\_\_\_.  
(a) The director (b) The camera crew  
(c) The script writers (d) Actors
- A close-up shot shows the subject \_\_\_\_\_.  
(a) from very far (b) very large and close  
(c) very small (d) only the background
- Name the first sound film in the World.  
(a) Modern Times (b) Battle Ship Potemkin  
(c) The Jazz Singer (d) The Great Train Robbery

8. Which newspaper was the first in India to introduce an online edition ?

- (a) Mathrubhumi (b) The Hindu  
(c) Malayala Manorama (d) The Times of India

9. An example of Public Service Advertisement

- (a) Anti-Smoking Campaign (b) Perfume Launch Ad  
(c) Fast Food Ad (d) Mobile Recharge Ad

Answer any 6 questions from 10 to 17. Each carries 2 scores.

(6 × 2 = 12)

10. State the difference between General Interest Magazine and Special Interest Magazine.

11. What is an editorial policy ? Why is it important for a magazine ?

12. What are the pull quotes ? Explain how pull quotes improve the readability of an article.

13. Define Public Service Broadcasting. Give an example.

14. Differentiate sync sound and non-sync sound.

15. Expand IFFK and IFFI.

16. Which was the first sound film in Malayalam ? Who directed it ?

17. State the features of Web 2 and Web 3 in brief.

Answer any 4 questions from 18 to 22. Each carries 3 scores.

(4 × 3 = 12)

18. What are the importance of cover stories in magazines ?

19. Describe the three main lights used in three point lighting approach.

20. Explain what is meant by a UserManual. Why are UserManuals important for end users ?
21. State any three dysfunctions of advertising and their impact in the society.
22. Define House Journals. Explain its purpose and mention suitable example.

**Answer any 4 questions from 23 to 27. Each carries 4 scores.**

**(4 × 4 = 16)**

23. Explain the differences between AM and FM modes of radio broadcasting.
24. Match the following :
- |                          |   |                 |
|--------------------------|---|-----------------|
| (a) Satyajit Ray         | - | Swayamvaram     |
| (b) Adoor Gopalakrishnan | - | Ankur           |
| (c) G. Aravindan         | - | Pather Panchali |
| (d) Shyam Benegal        | - | Kummatty        |
25. Define Web browser and Search engine. State the differences between them with suitable examples.
26. Discuss any four important qualities of a technical writer.
27. Who are the internal and external public in an organisation ? Explain both with suitable example.

**Answer any 2 questions from 28 to 30. Each carries 6 scores.**

**(2 × 6 = 12)**

28. Radio programmes can be broadly categorised into two : News and non-news programmes. Describe different types of news programmes.
29. Define online journalism and describe its major characteristics.
30. Describe the major components of a display advertisement and explain how each components help communication.