

**THIRD SEMESTER B.A./B.Sc. DEGREE EXAMINATION
NOVEMBER 2017**

(CUCBCSS—UG)

Common Course

ENG 3A 05—NATIVE MEDIA IN ENGLISH

Time : Three Hours

Maximum : 80 Marks

I. Answer the following questions by choosing the correct answer. Each question carries 1 marks :

1 Who is the author of the book *A Passage to India* ?

- (a) E. M. Forster. (c) J. K. Rowling.
(b) Jawaharlal Nehru. (d) Mahatma Gandhi.

2 Section 376 of the Indian Penal Code is about ———.

- (a) To deal with various types of sexual offenses committed against men.
(b) To deal with various types of sexual offenses committed against women.
(c) To deal with various types of sexual offenses committed against children.
(d) To deal with various types of sexual offenses committed against men and children.

3 The name Google was taken from :

- (a) Googil. (c) Go and gil.
(b) Googol. (d) Gogol.

4 Who is the founder of Declare Dignity ?

- (a) Dr. Ron Culmer. (c) Dr. B. R. Ambedkar.
(b) Dr. Donna Hicks. (d) Dr. Dorothy Perkin.

5 Silent valley is located in ——— district.

- (a) Idukki. (c) Ernakulam.
(b) Wayanadu. (d) Palghat.

6 *Break the silence* is on :

- (a) Child labour. (c) Child sexual abuse.
(b) Child marriage. (d) Caste system.

Turn over

7 Satyamev Jayate means :

- (a) Truth alone triumphs. (c) Truth means victory.
 (b) Truth revealed. (d) Truth and victory.

8 An environmental activist in India is :

- (a) Sachidanandan. (c) Vandana Shiva.
 (b) Romila Thaper. (d) Amarthya Sen.

9 IM refers to :

- (a) Internet message. (c) Instant message.
 (b) Integrated message. (d) Integrated messenger.

10 Write the expanded form of NRHM.

- (a) Native Residence Health Mission.
 (b) National Rural Health Mission.
 (c) National Residence Health Mission.
 (d) Native Rural Health Mission.

(10 × 1 = 10 marks)

II. Answer any *ten* of the following in a sentence or two. Each question carries 2 marks :

- 11 What is a digital divide ?
 12 According to Narlikar, what were differences between the past and present generations.
 13 Write your observation in health care in India.
 14 What is the Act for the protection of children in India ?
 15 What is an 'intrusion value' ?
 16 What are the disadvantages of advertising on Television ?
 17 Name a few digital spaces where you present yourselves.
 18 What do you mean by the term dignity ?
 19 What are the fonts preferred for websites ?
 20 What is a 'search' according to Steve Cohen ?
 21 Has Google changed our language ?
 22 Write a note on Google and Education.

(10 × 2 = 20 marks)

III. Answer any *four* of the following in a paragraph. Each question carries 5 marks :

- 23 Write a short note on Indian attitude towards science?
- 24 Write a short note on comet Swift-Tuttle in 2126.
- 25 Write a short note on advertisements as trend setters.
- 26 Write a short note on social construction of technologies.
- 27 Write a short note on any television advertisement on food products.
- 28 What are the points to remember when writing for websites?

(4 × 5 = 20 marks)

IV. Write an essay on any *two* of the following in not more than 300 words. Each question carries 15 marks :

- 29 Write an essay on the importance of writing on-line.
- 30 Google changed 'the languages of our lives'. Write your observation for a newspaper.
- 31 Write an essay on the impact of television commercials on the youth in India.
- 32 Write an essay on the need and importance to project nature.

(2 × 15 = 30 marks)

D 12340

(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2016

(CUCBCSS—UG)

Common Course

ENG 3A05—NATIVE MEDIA IN ENGLISH

Maximum : 80 Marks

Time : Three Hours

I. Answer the following bunches of questions :

- 1 What can be said about the breadth of news of people online compared to those reading newspapers ?
 - (a) Poorer.
 - (b) Greater.
 - (c) Far greater.
 - (d) None of these.
- 2 There is a wonderful story of _____ God Thoth.
 - (a) Roman.
 - (b) Red Indian.
 - (c) Egyptian.
 - (d) German.
- 3 _____ is fighting a losing battle against social media.
 - (a) China.
 - (b) India.
 - (c) America.
 - (d) Egypt.
- 4 Most channels have their in-house _____.
 - (a) Poets.
 - (b) Scientists.
 - (c) Astrologers.
 - (d) Scholars.
- 5 There is no _____ in philanthropy according to Bill Gates.
 - (a) Racism.
 - (b) Partiality.
 - (c) Should.
 - (d) None of these.
- 6 The common misconception in India is that gender issues only exist amongst the :
 - (a) Rural poor.
 - (b) Rural rich.
 - (c) Urban poor.
 - (d) None of these.
- 7 Gender Park is :
 - (a) A programme.
 - (b) An organization.
 - (c) A women's magazine.
 - (d) None of these.

Turn over

- 8 Who started the practice of missing out vowels ?
- (a) The Chinese. (b) Indians.
(c) Romans. (d) Unknown.
- 9 Which of the following fonts are preferred on websites ?
- (a) Arial. (b) Tahoma.
(c) Verdana. (d) All these.
- 10 What is the word for one followed by hundred zeros ?
- (a) Googol. (b) Google.
(c) Milliard. (d) None of these.

(10 × 1 = 10 marks)

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

- 11 What does the shift from industrial revolution to information revolution signify ?
- 12 What did Narlikar say about his teachers ?
- 13 How does Bill Gates respond to the comment about withdrawal of Indian Government from public welfare ?
- 14 Which disease kills more people in India ?
- 15 Expand NRHM.
- 16 What is said about the potential of reality television ?
- 17 Mention the spheres where gender based discrimination is prevalent.
- 18 What is meant by gender sensitization ?
- 19 Name some anti-dam struggles in India.
- 20 What is the nature of the bedroom culture of the Youth ?
- 21 Who is a social actor ?
- 22 What is TMI ?

(10 × 2 = 20 marks)

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

- 23 Indian attitude to science.
- 24 The campaign to save Silent Valley.
- 25 Digital natives.
- 26 Theme of the show *Dignity for All*.

- 27 Quality of status updates.
- 28 Comment on any TV advertisement.

(4 × 5 = 20 marks)

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

- 29 Give a short account of Jayant Narlikar's observations in the interview.
- 30 Discuss the social impact of television reality shows.
- 31 Influence of internet on youth.
- 32 What are the prominent qualities expected in an excellent blog ?

(2 × 15 = 30 marks)

D 92207

(Pages : 3)

Name.....

Reg. No. Kaico.....

THIRD SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2015

(CUCBCSS—UG)

Common Course

ENG 3A 05—NATIVE MEDIA IN ENGLISH

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :—

1 Which god is mentioned in Sashi Kumar's speech ?

- (a) Goth. (b) Thoth.
(c) Ghoth. (d) Thogh.

2 Break the silence is a :

- (a) Feature film. (b) Documentary.
(c) Short film. (d) TV Reality Show.

3 What is the theme of *Every Life is Precious* ?

- (a) Child abuse. (b) Pollution.
(c) Medical practice. (d) None of these.

4 Which of the following is called the 'age of compromise' ?

- (a) 15-22. (b) 18-25.
(c) 14-20. (d) 13-20.

5 Which of the following is not called a search engine ?

- (a) Google. (b) Yahoo.
(c) Ask. (d) Microsoft.

6 The name 'google' comes from :

- (a) Gogol. (b) Googol.
(c) Goggle. (d) None of these.

7 'Indexing and retrieval' are stages of a :

- (a) Search. (b) Game.
(c) Both (a) and (b). (d) None of these.

Turn over

8 What is Nirbhaya concerned with in the case of safety of women and children ?

- (a) Prevention. (b) Prosecution.
(c) Protection. (d) All these.

9 Rape is described as the show of ———— mindset.

- (a) Violent. (b) Ignorant. 15
(c) Patriarchal. (d) None of these.

10 What has become another form of commerce ?

- (a) Caste. (b) Medical practice.
(c) Child abuse. (d) None of these.

(10 × 1 = 10 marks)

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

11 What is a digital divide ?

12 What did Pandit Jawaharlal Nehru expect from Indian people ?

13 What is Avahan ?

14 What is child abuse ?

15 What is 'clutter' ?

16 What are Zoozoos ?

17 Define 'intrusion value'.

18 Mention the first anti-dam struggle in India ?

19 What is UGC in the context of internet ?

20 Define a reality show and mention one charge against such shows.

21 Define the term 'dignity'.

22 Mention the context in which the minister wants to include gender aspects in the curriculum ?

(10 × 2 = 20 marks)

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

- 23 Narlikar's observations on past and present generations. ✓
- 24 Bill Gates Foundation work in India. ✓
- 25 Justify the title 'Only an Axe Away' ? ✓
- 26 Role of internet in adolescent life. ✓
- 27 Violence against women. ✓
- 28 Caste system in India. ✓

(4 × 5 = 20 marks)

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

- 29 Write an essay on the convergence of media and its impact on the society ✓
- 30 Discuss the role of documentaries and reality shows in raising awareness. ✓
- 31 Attempt an essay on the topic 'internet and the youth culture'.
- 32 Write an essay on the scope and task of writing online.

(2 × 15 = 30 marks)