

**MAHATMA GANDHI UNIVERSITY, KOTTAYAM**  
**MGU-UGP (HONOURS)**  
**FIRST SEMESTER EXAMINATION**  
**(2024 ADMISION ONWARDS)**

**MG1DSCDMP100 - INTRODUCTION TO VISUAL COMMUNICATION**

**Duration: 2 hrs**

**Maximum Marks: 70**

*Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.*

**PART A**

Multiple Choice Questions

*Answer **all** questions. Each question carries **1** mark*

1. Identify the early form of visual communication. [U] [1]
  - a) Cave Paintings
  - b) Morse code
  - c) Printed books
  - d) Radio signals
2. Identify the creator of "Fountain" ? [U]  
[1]
  - a) Michelangelo
  - b) Filippo Tommaso Marinetti
  - c) Marcel Duchamp
  - d) Vladimir Tatlin
3. Recall the meaning of the term 'Proxemics' [K]  
[1]
  - a) the study of spatial arrangement
  - b) study of sense of touch
  - c) study of how we use our bodies to communicate.
  - d) The study of eye contact
4. What is the role of "foley" in enhancing visual communication? [U]  
[1]
  - a) Foley adds realistic sounds for specific moments
  - b) Foley refers to visual effects only
  - c) Foley refers to animated characters' movements
  - d) Foley refers to adding sound track
5. Which of the following best describes "visual language" ? [U]  
[2]
  - a) The literal words used to describe images
  - b) The use of symbols, colors, and composition to convey meaning
  - c) A spoken explanation accompanying visuals
  - d) Technical guidelines for image quality
6. Which of the following is a graphic design software program? [U]  
[3]
  - a) Adobe Premiere Pro
  - b) Adobe Illustrator
  - c) Adobe Audition
  - d) Pro Tools

7. Which field studies signs and symbols and their use or interpretation? [U]  
[3]  
a) Semiotics  
b) Proxemics  
c) Semantics  
d) Pragmatics
8. Which of the following best defines "complementary colors"? [U]  
[4]  
a) Colors that are next to each other on the color wheel  
b) Colors that are opposite each other on the color wheel  
c) Colors that are shades of black and white  
d) Colors that create a gradient effect when mixed
9. In visual design, what does "space" primarily refer to? [U]  
[3]  
a) The arrangement of light sources in a scene  
b) The area around and between objects in a composition  
c) The background color used in an artwork  
d) The use of geometric patterns in design
10. Organic shapes in visual art are usually described as: [U] [3]  
a) Perfectly symmetrical and precise  
b) Irregular and often inspired by natural forms  
c) Always containing straight lines and sharp angles  
d) Primarily used in technical drawings

(1 x 10 = 10 Marks)

### PART B

Short Answer Type Questions (100 Words)

Answer any **ten** questions. Each question carries **3** marks

11. Estimate the role of facial expression in non-verbal communication. [U][1]
12. Explain how Renaissance art contributed to the proliferation of visual communication. [U][1]
13. Explain the applications of visual communication in the current media scenario [U][1]
14. Explain how audio enhances visuals in the context of visual communication, providing relevant examples. [U][1]
15. List the scope of AI in visual communication. [U][4]
16. Identify three current trends in visual communication that are prominent in digital media today. [U][4]

17. Explain the basic principles of semiotic analysis and explain their purpose in understanding images.

[U][3]

18. Explain the various stages involved in the design process.

[U][4]

19. Explain how images can be analyzed from different perspectives

[U][3]

20. Identify the main components involved in the eye-brain decoding process.

[U][2]

21. Define visual culture and explain its significance in contemporary society.

[U][2]

22. Explain the term visual language.

[U][2]

(3 x 10 = 30 Marks)

### **PART C**

Essay Type Questions (450 Words)

*Answer any **two** questions. Each question carries **15** marks*

23. Explain the key principles of design and how they influence the creation of effective visual communication. [U][4]

24. Explain in detail the early forms of visual communication, providing examples and discussing their significance.

[U][1]

25. Discuss the significance of visual language in effective communication [U][2]

26. Discuss the impact of color in film and visual storytelling with relevant examples.

[U][2]

(2 x 15 = 30 Marks)

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**FIRST SEMESTER EXAMINATION**  
**(2024 ADMISION ONWARDS)**  
**MG1DSCJMC100 - INTRODUCTION TO COMMUNICATION**

**Duration: 2 hrs**

**Maximum Marks: 70**

*Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.*

**PART A**

Multiple Choice Questions

*Answer **all** questions. Each question carries **1** mark*

1. Identify the meaning of the term "communis": [U]  
[1]
  - a) Communication
  - b) Common
  - c) Community
  - d) Unity
2. List the type of communication that involves body language and facial expressions [U] [1]
  - a) Verbal
  - b) Nonverbal
  - c) Written
  - d) Visual
3. Explain how written communication differs from verbal communication: [U]  
[1]
  - a) Written communication uses spoken words, while verbal communication uses written symbols.
  - b) Written communication uses written symbols, while verbal communication uses spoken words.
  - c) Written communication involves body language, while verbal communication does not.
  - d) Written communication is instantaneous, while verbal communication is not.
4. Identify the focus of trans-personal communication: [U]  
[1]
  - a) Communication between two individuals
  - b) Communication within oneself
  - c) Communication that transcends the personal level, involving spiritual or higher consciousness
  - d) Communication through digital media
5. Name the process when ideas are converted into symbols, signs, or language for communication? [U]  
[2]
  - a) Decoding

- b) Encoding
- c) Translating
- d) Typing

6. Identify the year Shannon- Weaver model was published [U]  
[2]
- a) 1948
  - b) 1956
  - c) 1964
  - d) 1972
7. Understand what "mean world syndrome" refers to in the context of media effects. Which of the following statements accurately describes it? [An]  
[3]
- a) The tendency of news media to emphasize negative stories
  - b) The belief that the world is more dangerous and violent than it truly is due to extended exposure to violent media
  - c) The impact of global conflicts on how media is covered
  - d) The influence of dystopian films on audience perceptions
8. Identify the primary focus of the Libertarian Theory of the press. What does it advocate? [An] [3]
- a) Government control over media content
  - b) Freedom of expression and minimal government intervention
  - c) Media serving as a watchdog for society
  - d) The need for media to uphold social order
9. List the three components of a sign according to Pierce's model: [E] [4]
- a) Signifier, Signified, Symbol
  - b) Icon, Index, Symbol
  - c) Denotation, Connotation, Myth
  - d) Signifier, Object, Interpreter
10. Describe what is meant by "denotation" and "connotation": [E] [4]
- a) Denotation refers to the literal meaning, and connotation refers to the associated meanings.
  - b) Denotation refers to the associated meanings, and connotation refers to the literal meaning.
  - c) Both terms mean the same thing.
  - d) Denotation refers to symbols, and connotation refers to indexes.

(1 x 10 = 10 Marks)

### PART B

Short Answer Type Questions (100 Words)

Answer any **ten** questions. Each question carries **3** marks

11. Describe Aggressive cue theory [An] [3]
12. Explain the strengths and limitations of the Hypodermic Needle Theory in understanding media effects [An] [3]
13. Discuss ABX Model of Communication [U] [2]
14. Describe how personal experiences can change how someone reacts to a media message

- [An] [3]  
 15. Define the terms "signifier" and "signified" in Saussure's model of the sign. [E] [4]  
 16. Describe how Saussure's concept of the "sign" differs from Pierce's triadic model of the sign. [E] [4]  
 17. Differentiate between Interpersonal and Intra-personal Communication [U] [1]  
 18. Explain Johari Window [U] [2]  
 19. Explain the elements in Communication process [U] [1]  
 20. Explain Uses and gratification theory [An] [3]  
 21. Explain Democratic-Participant Media Theory [An] [3]  
 22. Analyze the implications of Saussure's sign theory for understanding cultural symbols [E] [4]  
 (3 x 10 = 30 Marks)

### PART C

Essay Type Questions (450 Words)

Answer any **two** questions. Each question carries **15** marks

23. Discuss the freedom of press in the context of normative theories [An] [3]  
 24. Explain the process of communication [U] [1]  
 25. Compare and contrast the traditional applications of cultivation theory to television with its relevance to digital media consumption today. [An] [3]  
 26. "When we communicate we try to establish commonness with someone." What does commonness signify? Explain the communication process in the light of the above statement. [U]  
 [1]  
 (2 x 15 = 30 Marks)

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**FIRST SEMESTER EXAMINATION**  
**(2024 ADMISION ONWARDS)**  
**MG1DSCJMC101- CONSTITUTIONAL LAW**

**Duration: 2 hrs**

**Maximum Marks: 70**

*Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.*

**PART A**

Multiple Choice Questions

*Answer **all** questions. Each question carries **1** mark*

- |   |   |     |     |
|---|---|-----|-----|
| 1 | Which of the following principles is expressed in the Preamble?<br>A) Economic prosperity      B) National security<br>C) Liberty and equality      D) Emergency                              | [U] | [1] |
| 2 | Which of the following is a distinctive feature of the Indian Constitution?<br>A) Unitary form of government    B) Single citizenship<br>C) Bill of Rights      D) Presidential system        | [K] | [1] |
| 3 | Name the Article of the Indian Constitution which prohibits untouchability?<br>A) Article 14      B) Article 17<br>C) Article 21      D) Article 22   | [U] | [2] |
| 4 | Which of the following is not a fundamental right under the Indian Constitution?<br>A) Right to constitutional remedies    B) Right to equality<br>C) Right to property      D) Right to life | [U] | [2] |
| 5 | The freedom of the press in India is derived from which of the following articles?<br>A) Article 20 (2)      B) Article 30(1)<br>C) Article 19(1)(a)      D) Article 25(1)                    | [K] | [3] |
| 6 | Part IV of the Indian Constitution contains the.....<br>A) Preamble      B) Fundamental rights<br>C) Fundamental duties      D) Directive Principles of state policy                          | [U] | [4] |
| 7 | Who is the presiding officer of the Lok Sabha?<br>A) President of India      B) Prime Minister<br>C) Speaker      D) Vice President   | [K] | [5] |
| 8 | Which of the following subjects is exclusively under the jurisdiction of the Centre?<br>A) Police      B) Public health<br>C) Defence      D) Education                                       | [U] | [6] |
| 9 | Who can proclaim the state emergency?<br>A) President of India      B) Prime Minister<br>C) Governor      D) Vice President   | [U] | [7] |

- 10 Which of the following statements about secularism in India is true? [An] [7]
- A) The Indian state can establish a state religion  
 B) All religions are treated equally under the law  
 C) Secularism means the absence of religion in public life  
 D) Secularism restricts the practice of religion.

(1 x 10 = 10 Marks)

**PART B**

Short Answer Type Questions (100 Words)

Answer any **ten** questions. Each question carries **3** marks

- |    |  |      |       |
|----|--|------|-------|
| 11 | State the main objectives of the Constituent Assembly  | [U]  | [1]   |
| 12 | Explain the various ways through which an individual can acquire Indian citizenship                  | [U]  | [1]   |
| 13 | Analyze the importance of Article 21 of the Indian Constitution                                      | [An] | [2]   |
| 14 | Explain the concept of equality before the law as provided in Article 14 of the Indian Constitution. | [U]  | [2]   |
| 15 | Examine the relationship between fundamental duties and fundamental rights.                          | [An] | [2]   |
| 16 | Discuss the constitutional basis for the freedom of the press in India.                              | [U]  | [3]   |
| 17 | Distinguish between Directive Principles and the Fundamental Duties of citizens.                     | [An] | [2,4] |
| 18 | Explain the role of Governor in India  | [U]  | [5]   |
| 19 | Describe the position and significance of the Supreme Court of India                                 | [U]  | [5]   |
| 20 | Write a note on centre-state relations   | [U]  | [6]   |
| 21 | Classify the different types of emergencies provided in the Indian Constitution                      | [A]  | [7]   |
| 22 | Examine the constitutional basis for secularism in India   | [An] | [7]   |

(3 x 10 = 30 Marks)

**PART C**

Essay Type Questions (450 Words)

Answer any **two** questions. Each question carries **15** marks

- |    |   |      |     |
|----|---|------|-----|
| 23 | Discuss in detail the important characteristics of the Indian Constitution  | [U]  | [1] |
| 24 | Examine the various types of writs provided under the Constitution and explain their significance in protecting fundamental rights    | [An] | [2] |
| 25 | Summarize the scope and limitations of freedom of speech and expression as guaranteed by Article 19(1) (a) of the Indian Constitution | [An] | [3] |
| 26 | Discuss the powers, privileges and immunities of the President of India   | [U]  | [5] |

(2 x 15 = 30 Marks)





- |    |  |     |     |
|----|--|-----|-----|
| 16 | Discuss the term online media                              | [U] | [3] |
| 17 | Identify the key characteristics of folk media.            | [U] | [3] |
| 18 | Explain the term legacy media                              | [U] | [3] |
| 19 | Explain the term narrowcasting                             | [U] | [3] |
| 20 | Write a short note on All India Radio                      | [U] | [3] |
| 21 | Describe the role of community radio in local communities. | [U] | [4] |
| 22 | Explain the concept of digital media and its key features. | [U] | [4] |
- (3 x 10 = 30 Marks)

### PART C

Essay Type Questions (450 Words)

*Answer any **two** questions. Each question carries **15** marks*

- |    |   |         |        |
|----|---|---------|--------|
| 23 | Compare and contrast the characteristics of print, broadcast, and online news media   | [U][An] | [3][4] |
| 24 | Describe the barriers in communication.   | [U]     | [1]    |
| 25 | Examine the influence of television on societal values and norms over time.   | [An]    | [4]    |
| 26 | Discuss the key differences between online media and legacy media, considering factors such as accessibility, interactivity, and the nature of content. | [U]     | [3]    |

(2 x 15 = 30 Marks)

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**MGU-UGP (HONOURS)**  
**FIRST SEMESTER EXAMINATION**  
**(2024 ADMISION ONWARDS)**  
**MG1DSCPEJ101- NEWS REPORTING**

**Duration: 2 hrs**

**Maximum Marks: 70**

*Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.*

**PART A**

Multiple Choice Questions

*Answer **all** questions. Each question carries 1 mark*

- |    |  |     |     |
|----|--|-----|-----|
| 1  | What is the primary function of journalism?<br>a) Promoting products b) Gathering and presenting news and information<br>c) Entertainment d) Historical research   | [U] | [1] |
| 2  | Which element of news is related to how much a story affects people?<br>a) Proximity b) Timeliness<br>c) Prominence d) Impact  | [U] | [1] |
| 3  | Which of the following is an advantage of broadcast media?<br>a) In-depth analysis b) Real-time updates<br>c) Limited reach d) Slow news cycles  | [U] | [1] |
| 4  | Copyright law primarily protects:<br>a) Freedom of expression b) The unauthorized use of original content<br>c) Personal privacy d) Media organizations from defamation  | [U] | [2] |
| 5  | Which of the following is an example of crowdsourcing in journalism?<br>a) Government announcements b) Citizens submitting information through social media<br>c) Press conferences d) Official reports        | [U] | [2] |
| 6  | Which of the following is a secondary source in news reporting?<br>a) Eyewitness interviews b) Research papers interpreting original data<br>c) Public records d) Government documents                         | [U] | [2] |
| 7  | Which section of a news story contains the most crucial information?<br>a) Conclusion b) Body<br>c) Lead d) Background   | [U] | [3] |
| 8  | What is one disadvantage of the inverted pyramid style?<br>a) It complicates editing. b) It may spoil the creativity of the writer.<br>c) It requires more paragraphs. d) It focuses too much on storytelling. | [U] | [3] |
| 9  | Which platform is best suited for long-form content?<br>a) Twitter b) Instagram<br>c) TikTok d) Blogs  | [U] | [4] |
| 10 | In a series, what is the primary purpose of a season finale?<br>a) To introduce new characters b) To resolve all plot points<br>c) To create suspense for the next season d) To provide a recap of the series  | [U] | [4] |

(1 x 10 = 10 Marks)

**PART B**

Short Answer Type Questions (100 Words)

*Answer any **ten** questions. Each question carries 3 marks*

- |    |  |     |     |
|----|--|-----|-----|
| 11 | Explain 5Ws and 1 H                      | [U] | [1] |
| 12 | Differentiate between Libel and Slander. | [U] | [1] |
| 13 | Write a note on the "elements of news"   | [A] | [1] |

- |    |  |      |     |
|----|--|------|-----|
| 14 | Describe how journalists use press conferences to gather information.                          | [U]  | [2] |
| 15 | Define Press Conference  | [K]  | [2] |
| 16 | What are online news sources?  | [K]  | [2] |
| 17 | Why is simplicity important in news writing?   | [U]  | [3] |
| 18 | Why should journalists avoid technical jargon in news stories?                                 | [U]  | [3] |
| 19 | What distinguishes an investigative feature from other types?                                  | [An] | [3] |
| 20 | How has crowdsourcing impacted the way journalists gather news? analyse                        | [An] | [4] |
| 21 | What challenges do TV reporters face in maintaining objectivity while delivering news? Explain | [U]  | [4] |
| 22 | Compare how sound effects are used in a radio documentary and a talk show.                     | [U]  | [4] |

(3 x 10 = 30 Marks)

### PART C

Essay Type Questions (450 Words)

Answer any **two** questions. Each question carries **15** marks

- |    |   |      |     |
|----|---|------|-----|
| 23 | Compare and contrast the characteristics of print, broadcast, and online news media                   | [An] | [1] |
| 24 | Explain the process of news sourcing and its importance in journalism.                                | [U]  | [2] |
| 25 | Evaluate the significance of specialized reporting in an era of information overload.                 | [E]  | [3] |
| 26 | Explain the role of multimedia in enhancing a news story. Provide examples to illustrate your points. | [A]  | [4] |

(2 x 15 = 30 Marks)

**MAHATMA GANDHI UNIVERSITY, KOTTAYAM**  
**MGU-UGP (HONOURS)**  
**FIRST SEMESTER EXAMINATION**  
**(2024 ADMISION ONWARDS)**  
**MG1MDCJMC100- BASICS OF PHOTOGRAPHY**

**Duration: 1.5 Hrs.**

**Maximum Marks: 50**

*Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.*

**PART A**

Multiple Choice Questions

*Answer all questions. Each question carries 1 mark*

- 1 Which photographer took the iconic 'Afghan Girl' photograph in 1985? [U] [1]  
a) Emory Kristof                      b) Eadweard Muybridge  
c) Steve McCurry                      d) George Shiras
- 2 Who were the first people known to write about the basic idea of the pinhole camera, also known as the "camera obscura"? [U] [1]  
a) Greeks                                  b) Egyptians  
c) Chinese                                d) Romans
- 3 In portrait photography, what is typically the most important feature to capture? [U] [1]  
a) The background                      b) The subject's face, especially their eyes  
c) The lighting                          d) The setting
- 4 Which of the following photography trends emphasizes simplicity and negative space? [U] [2]  
a) AI-generated content                b) Minimalism  
c) Drone photography                  d) Long-exposure techniques
- 5 What is a growing trend in documentary-style photography? [U] [2]  
a) Use of drones for aerial shots        b) Storytelling through a series of images  
c) Over-editing to enhance reality      d) Use of retro and vintage filters
- 6 What is a key feature of Polaroid cameras? [U] [2]  
a). Interchangeable lenses              b). Digital sensor  
c). Instant photography                  d). Silent shooting
- 7 What type of viewfinder is typically used in SLR cameras? [U] [3]  
a) Electronic viewfinder                b) Optical viewfinder  
c) LCD screen                              d) Touchscreen
- 8 What type of camera is commonly used for action and sports photography due to its fast autofocus? [U] [3]  
a) SLR    b) DSLR  
b) c) Mirrorless   d) Polaroid
- 9 Which part of the camera controls the duration of light exposure? [U] [3]  
a) Lens    b) Aperture  
c) Shutter                                      d) ISO
- 10 What is the "rule of thirds" used for in photography? [U] [4]  
a) To add more colors                    b) To balance the composition  
c) To change the lighting                d) To increase the sharpness
- 11 Which of these is an example of a leading line? [U] [4]  
a) A road                                        b) A cloud  
c) A tree                                         d) A person
- 12 What is the purpose of the backlight in three-point lighting? [U] [4]  
a) To fill shadows on the subject's face  
b) To create separation between the subject and the background  
c) To highlight facial features  
d) To add a colored effect to the subject

- 13 Which of the following tools is used for removing imperfections in an image? [U] [5]  
 a) Text tool                                      b) Healing brush  
 c) Filters and effects                          d) Color grading
- 14 What is the primary use case for Canva? [U] [5]  
 a) Professional photography retouching    b) Creating social media graphics  
 c) Video editing                                      d) Restoring old photos
- 15 Which of the following is NOT a key feature of image editing software? [U] [5]  
 a) Layers    b) Selection tools  
 c) Drawing 3D objects                          d) Filters and effects

(1 x 15 = 15 Marks)

**PART B**

Short Answer Type Questions (100 Words)

*Answer any **five** questions. Each question carries **3** marks*

- 16 What is the "camera obscura? [U] [1]  
 17 Define documentary photography and discuss its importance in storytelling. [U] [1]  
 18 What is the role of the camera body, and why is it essential? [U] [2]  
 19 What are the main functions of a camera memory card? [U] [2]  
 20 What is the rule of thirds in photography? [U] [3]  
 21 What is the "golden hour" in photography? [U] [3]  
 22 What is the purpose of diffusers in lighting? [U] [4]  
 23 What are filters used for in image editing software? [U] [5]

(3 x 5 = 15 Marks)

**PART C**

Essay Type Questions (350 Words)

*Answer any **two** questions. Each question carries **10** marks*

- 24 Compare and contrast between three point and 4 point lighting techniques [A] [4]  
 25 Explain the difference between positive and negative space in photography, and how they contribute to an image's composition. [A] [3]  
 26 Describe how the aperture, shutter speed, and ISO work together to control exposure in a camera. [A] [2]  
 27 Discuss the different types of Photography in detail. [U] [1]

(2 x 10 = 20 Marks)

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**MGU-UGP (HONOURS)**  
**FIRST SEMESTER EXAMINATION**  
**(2024 ADMISION ONWARDS)**  
**MG1MDCJMC101 – Writing for Media**

**Duration: 1.5 hrs.**

**Maximum Marks: 50**

*Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.*

**PART A**

Multiple Choice Questions

*Answer **all** questions. Each question carries **1** mark*

1. The term 'lead' refers to [U] [1]  
a) The main story b) The introductory sentence  
c) The headline d) The closing paragraph
2. Identify the primary purpose of media writing. [K] [1]  
a) To entertain b) To persuade  
c) To advertise d) To inform
3. Name the tool often used for editing audio in digital story telling. [K] [3]  
a) Photoshop b) Final Cut Pro  
c) In Design d) audacity
4. Which is the common format for a TV news story?. [K] [2]  
a) Inverted pyramid b) Narrative arc  
c) chronological order d) all the above
5. Expand the term PSA which is related to radio broadcasting. [U] [2]  
a) Personal Sound Archive b) Professional Sound Association  
c) Public Service Announcement d) Public Sound Access
6. A 'story arc' in digital story telling means [U] [4]  
a) A chronological sequence of events b) The visual elements used in the story  
c) The emotional journey of characters d) The technical details of production
7. Explain 'citizen journalism' in the context of blogging. [U] [3]  
a) Professional reporters only b) News reporting by Non-professionals or amateurs  
c) Blogs written by celebrities d) Editorial pieces by journalists
8. Identify the news value that emphasizes events that are recent or happening now. [U] [5]  
a) Timeliness b) Prominence  
c) Novelty d) Proximity
9. Select the apt relation of the news value 'Prominence'. [U] [5]  
a) The fame of the people involved b) The location of the event  
c) The emotional appeal of the story d) The size of the event
10. Identify the following which is not a function of mass media. [U] [4]  
a) Surveillance of the environment b) Socialization  
c) Creating laws d) Entertainment

11. What is a Storyboard ? [U] [2]  
 a) Script b) Pre-visualization sequence  
 c) Clap board d) Condense of a story
12. What is the ideal length of a blog post. [U] [3]  
 a) 100-500 words b) 500-1000 words  
 c) 1000-2000 words d) 2000 + words
13. Expand the term VO in TV production. [U] [2]  
 a) Voice Over b) Visual Output  
 c) Video Overlay d) Visual Optimization
14. Identify the primary format for writing scripts in both radio and TV. [U] [5]  
 a) Narrative prose b) Play-writing style  
 c) Screenplay format d) News article format
15. Select the term for the brief introduction of a news story. [U] [1]  
 a) Tagline b) Lead-in  
 c) Sound bite d) Outro

(1 x 15 = 15 Marks)

### PART B

Short Answer Type Questions (100 Words)

Answer any **five** questions. Each question carries **3** marks

16. Discuss the importance of a strong lead in a TV news script. [U] [2]  
 17. Discuss the importance of the inverted pyramid structure in news writing. [U] [1]  
 18. Explain the concept of news values and their relevance in media writing. [U] [5]  
 19. Explain how tone and style may vary between different media formats. [U] [4]  
 20. Describe some challenges associated with digital story telling. [U] [3]  
 21. Describe the role of brevity in copy-writing for broadcast media. [U] [2]  
 22. Explain the significance of using a style in media writing. [U] [5]  
 23. Explain the various types of leads and discuss how each serves a specific purpose in engaging readers. [U] [1]

(3 x 5 = 15 Marks)

### PART C

Essay Type Questions (350 Words)

Answer any **two** questions. Each question carries **10** marks

24. Discuss the fundamental principles of media writing and how they guide journalists in their reporting. [U] [1]  
 25. Describe the ethical responsibilities of media writers in the context of contemporary journalism. [U] [5]  
 26. Discuss the impact of social media on traditional journalism. [U] [3]  
 27. Discuss in detail about the role of style-books in maintaining ethical standards in journalism. [U] [2]

(2 x 10 = 20

Marks)