

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Sixth Semester BA Degree Examination, March/April 2020

BENG6B01 – Literacy Criticism and Theory

(2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

I. A. Choose the right answer

- 1. .... in Greek means *song*.  
a. Lyre                      b. Hubris                      c. Melos                      d. Hamartia
- 2. .... is a good example for a *dramatic monologue*.  
a. Birches                      b. Cloud                      c. Ulysses                      d. Second Coming
- 3. .... is a lengthy speech by a single person.  
a. Dialogue                      b. Preamble                      c. Introduction                      d. Monologue.
- 4. .... is the rhyme scheme of a Spenserian sonnet.  
a. acac cdcd dede gg                      b. abcd abcd abcd dd  
c. abab bcbe cdcd ee                      d. abcc abcc abcc dd
- 5. .... is a versified expression of grief on the occasion of a particular person's death.  
a. deathamus                      b. deathic                      c. dirge                      d. delogy

B. Fill in the blanks

- 6. *mimesis* means.....
- 7. .... is the soul of tragedy.
- 8. .... genre is the imitation of meaner men.
- 9. .... is the founder of the Nyaya school.
- 10. .... has an octave followed by a sestet.

(10 x 1 = 10 Marks )

II. Answer any ten of the following questions in one or two sentences each:

- 11. What is gynocentrism?
- 12. What is semiology?
- 13. What does T.S. Eliot say about emotions and feelings?
- 14. What is depersonalisation of the artist?
- 15. How does T.S. Eliot define tradition?
- 16. What is prosaism in poetry?
- 17. Why did Wordsworth avoid personification in his poetry?



18. What is *Aucitya*?
19. What is the role of *Alankara*?
20. Define 'Tragic flaw' with an example.
21. What is *Dhvani*?
22. What is *Uttama kavya*?

(10 x 2 = 20 Marks)

**III. Write short notes on any four of the following in not more than 100 words each:**

23. Explain the three constituents of *Rasa*.
24. Compare 'catharsis' and 'sadharaneekaranam'.
25. Epic and tragedy.
26. The constituent parts of a tragedy.
27. What is the current theoretical impasse in feminist criticism?
28. Attempt a brief critical appreciation of the following poem:

*After the Dazzle of Day*

**Walt Whitman**

After the dazzle of day is gone,  
Only the dark, dark night shows to my eyes the stars;  
After the clanger of organ majestic, or chorus, or perfect band,  
Silent, athwart my soul, moves the symphony true.

(4 x 5 = 20 Marks)

**IV. Write essays on any two of the following in not more than 300 words each:**

29. Nature of the linguistic sign as theorised by Ferdinand de Saussure.
30. 'The emotion of art is impersonal.' Elucidate.
31. What is *Alamkara*? What are the principles to be observed while using various kinds of *Alamkara*?
32. Critically evaluate Plato's charges against poetry.

(2 x 15 = 30 Marks)



FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Sixth Semester BA Degree Examination, March/April 2020  
BENG6B02 – Literature in English – American & Post Colonial

(2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

**I. Answer all the following questions choosing the correct answer from the brackets:**

1. Which prize did the novel *My Thyme Is Up* win?  
a. Frederic Jameson    b. Terry Eagleton    c. Pierre Machery    d. Karl Marx
2. Who wrote *The Morphology of Folktales*?  
a. Roland Barthes    b. Northrop Frye    c. Vladimir Propp    d. Viktor Shklovsky
3. Who, among the following, was not a British Romantic poet?  
a. P. B. Shelley    b. S. T. Coleridge    c. John Keats    d. T.S Eliot
4. Who was the first African writer to win the Nobel Prize for literature?  
a. Chinua Achebe    b. Wole Soyinka    c. Ben Okri    d. None of these
5. Who translated Derrida's *Of Grammatology* into English?  
a. Allan Bates    b. Paul de Man    c. GayatriSpivak    d. None of these
6. Which new critic is associated with the concept of 'tension'?  
a. Cleanth Brooks    b. Allen Tate    c. R. P. Blackmur    d. None of these
7. Who was the author of *Culture and Imperialism*?  
a. Edward Said    b. KwamiAppiah    c. Homi K. Bhabha    d. None of these
8. With which critical school are Alan Sinfield and Jonathan Dollimore associated?  
a. Cultural Materialism    b. Psychoanalysis  
c. Formalism    d. New Criticism
9. Who, among the following, is associated with the idea of 'simulacra' in postmodernism?  
a. Jurgen Habermas    b. Brian Mchalec. Jean Baudrillard    d. Jean-Francois Lyotard
10. The literary technique used in the story "Killing Time"?  
a. Magical realism    b. Stream of consciousness  
c. Introspection    d. Dramatic monologue

(10 x 1 = 10 Marks)



**II. Answer any ten of the following questions in a sentence or two each:**

11. What does the poet mean by "each singing what belongs to him or her and to none else"?
12. On what note does the poem "Mother to Son" end?
13. What does the wilderness stand for in "Anecdotes of a Jar"?
14. Why is Willy Loman fired from service?
15. Why does Abner Snopes burn barns?
16. Where does Roderick Usher preserve his sister's body?
17. Why does liberty taste bitter in David Diop's poem?
18. What does the poet mean by "the fishes turned men"?
19. What is the figure of speech in the phrase "charted mind's desire"?
20. What is the significance of the title "House of a Thousand Doors"?
21. How did the publisher's weekly describe the book *My Thyme Is Up*?
22. What does Om eat after he is made a potential donor by InterPlanta Services?

**(10 x 2 = 20 Marks)**

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

23. The Imagery of dead children in "Edge".
24. The Gothic elements in "The Fall of the House of Usher".
25. The images of rebirth and renewal in "Barn Burning".
26. The metaphor the mystic drum in Gabriel Okara's poem.
27. Symbols and images in "House of a Thousand Doors".
28. Life of Gwendolen.

**(4 x 5 = 20 marks)**

**IV. Write essays on any two of the following questions in 300 words each:**

29. Manjula Padmanabhan's *Harvest* is a futuristic play. Discuss.
30. Practices and techniques in Post Colonial Poetry.
31. Comment on the trauma of colonization in Kamua Brathwaite's poem "The Emigrants".
32. American dream in "Death of a Salesman".

**(2 x 15 = 30 Marks)**



FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Sixth Semester BA Degree Examination, March/April 2020  
**BENG6B03 – Women's Writing**  
(2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

**I. Answer the following choosing the right answer from the given options:**

1. In whose poem , the semi-naked band is mentioned?  
a. Emily Dickinson    b. NoonuccalOodegro    c. Kamala Das    d. Adrienne Rich
2. What did Babu break on the day they left for Nani's house?  
a. Surahi    b. Oath    c. Glass    d. Vase
3. Whose names can Kamala Das repeat like days of week?  
a. Poets    b. Critics    c. People in power.    d. Friends
4. Which of the following is an autobiographical work?  
a. A Roomof One's Own    b. To The Light House    c.Orlando    d. None of these
5. The Day I Became a Woman is an ..... film.  
a. English    b. Iranian    c. American    d. Indian
6. Dhruva is the name of a .....  
a. Pole star    b. Angel    c. Saint    d. Child
7. What was a recognized right of man?  
a. Marriage    b. Education    c. Free speech    d. Wife-beating
8. Who is hailed as the founder mother of Gynocriticism?  
a. Virginia Woolf    b. Elaine Showalter    c. Helene Cixous    d. Kamala Das
9. Bhagirath is the ..... ofChandidasi.  
a. Husband    b. Brother    c. Son    d. Father
10. .... is the narrator of the part one of The Wide Sargasso Sea.  
a. Antoinette    b. Annette    c. Christophine    d. Mr. Mason

(10 x 1 = 10 Marks)

II. Answer any ten of the following questions in two or three sentences each:

11. Why did women object to Contagious Diseases Act?
12. Why the tribes men were 'silent and subdued'?
13. Why did Laura want to stop the garden party?
14. What does the word 'Bayen' mean?
15. Quote the lines that express Kamala Das's language preferences.
16. What was Naani's prayer regarding Ma's next child?
17. Why did Schreiner name two main characters as 'Waldo' and 'Em'?
18. What are the unmentioned selfless acts of a woman compared to?
19. How are white men represented? Why?
20. What will the tiger do even when the aunt is dead?
21. From which book is the excerpt 'Shakespeare's Sister' taken?
22. How does the film *Mitr, My friend* open?

(10x2=20Marks)

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

23. Ahoo's story.
24. Imagery in Adrienne Rich's poem.
25. Explain Kamala Das's meeting with man.
26. The narrator in Mrinal Pande's story.
27. Condition of women in the sixteenth century.
28. Sketch the character of Annette in *Wide Sargasso Sea*.

(4 x 5=20 Marks)

III. Attempt any two of the following in about 300 words each:

29. Write an essay on Elaine Showalter's observations on women's literature.
30. Compare and contrast the issues faced by women as depicted in Revathi's and Marzieh Meshkini's films.
31. *Bayen* is a commentary on such socio-economic structures where the woman is a victim. Elucidate.
32. Attempt a feminist reading of the poem 'She Rose to His Requirement'.

(2 x15=30 Marks)



FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Sixth Semester BA Degree Examination, March/April 2020

BENG6B04– Writing for the media

(2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

**I. Answer the following questions choosing the correct answer from the options given.**

1. Radio emerged as the most popular medium in the \_\_\_\_\_.  
(a)1960s      (b)1930s      (c)1970s      (d)1980s
2. A feature story is different from a news story in:  
(a)Intent      (b)Content      (c)Angle      (d)None of these
3. Short radio dramas are called \_\_\_\_\_.  
(a)Mini-dramas(b)Soaps      (c)Comedies(d)None of these
4. Pick the odd one out:  
(a)Summary lead(b)Question lead(c)Quotation lead(d)Dateline lead
5. What is Voice of the newspaper?  
(a)Features      (b)Editorial      (c)Interview      (d)All of these
6. Readers can communicate through:  
(a)Op-ed      (b)Ads      (c)Letters to the editor(d)None of these
7. The history of advertising can be traced to:  
(a)Chinese      (b)Romanians      (c)Greeks      (d)Egyptians
8. A film review is expected to specify the details of \_\_\_\_\_.  
(a)Direction(b)Photography(c)Acting(d)All of these
9. Which of the following reveals the opinion of a media firm?  
(a)Headline(b)Op-ed piece      (c)Editorial(d)None of these
10. \_\_\_\_\_ is the text that contains the advertising or selling message in an advertisement  
(a)Ad      (b)blurb      (c)Copy(d)None of these

**(10x1=10 Marks)**



**II. Answer TEN of the following questions in two or three sentences each:**

11. Blog
12. RJ
13. E-zines
14. Teaser
15. Editorial
16. E-journal
17. Op-ed
18. Web copy
19. Instant messaging
20. Documentaries
21. Personal selling
22. Dateline

(10x2=20 Marks)

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

23. What is Lead? Write the tips for writing a Lead.
24. Explain the process of editing in a Newspaper
25. Programmes in Radio.
26. World Wide Web and its characteristics
27. Explain Direct Marketing with examples
28. Newspaper editorials

(4x5=20 Marks)

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

29. Write an essay on digital media, various forms of digital media and the guidelines to writing for web.
30. Write a review of a film / book of your choice that is released in 2019.
31. What are the fundamentals of film scripting?
32. Write an essay on features, scope and advantages of visual media.

(2x15=30 Marks)



1B6M20274

(Pages : 2)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Sixth Semester BA Degree Examination, March/April 2020  
BENG6E01– World Classics in Translation  
(2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

I. Answer the following choosing the correct answer from the options given:

1. Who is the Author of the work "Republic"?  
a. Aristotle                      b. Plato    c. Socrates      d. Homer
2. Which name in the following is not mentioned in "Tolstoy's Story"?  
a. John the Divine              b. Odysseus    c. Peter              d. All these
3. The Author of "Illiad"  
a. Homer                          b. Aristotle    c. Virgil              d. Dante
4. Samanas are wandering  
a. Traders                        b. Singers      c. Ascetics          d. None of these
5. The feeling of love of the lover in Pushkin's Poem  
a. No more there                b. Still there    c. Fading              d. none of these
6. Odyssey is an epic attributed to:  
a. Virgil                          b. Homer        c. Aristotle          d. Plato
7. What is the sin of King David according to the sinner?  
a. Slept                            b. Betrayed Christ    c. killed Uriah    d. none of these
8. What happens to Kamala in the novel?  
a. kills herself                  b. runs away              c. dies                      d. none of these
9. In which Canto of Divine Comedy does Dante mention the name of Beatrice in the first line?  
a. XX                                b. XXI                      c. XXII                  d. XXIII
10. Karnabharam was originally written by .....  
a. Sudarshan Kumar Sharma,    b. Sidhartha              c. Rishikesh    d. none of these

(10x1=10 marks)



**II . Answer any ten of the following in two or three sentences each:**

11. Who was the foster father of Oedipus?
12. What was Karna's weakness?
13. Why did Siddhartha leave his home?
14. Who spoke the sentence "Be"?
15. What happened to the wife of Uriah?
16. What is meant by the phrase "seventh splendour" in Dante?
17. What does the name "Oedipus" mean?
18. What did the sinner ask for?
19. Comment on the role of Creon.
20. How does Oedipus punish himself?
21. What is the focal theme of the prescribed canto?
22. What was Karna's weakness?

(10x2=20 marks)

**III. Answer any four in a paragraph of 100 words each:**

23. Creon
24. The Ferryman in Siddhartha.
25. The repentant sinner's reply to Peter the Apostle
26. Jacosta
27. The theme of the poem "Reunion"
28. Symbolic aspects of the novel Siddhartha.

(4x5=20 marks)

**IV. Attempt any two in about 300 words each:**

29. How does the tragedy Oedipus Rex become an example of the prominent features of Greek tragedy?
30. How does Goethe describe the creativity of the Almighty?
31. Trace Siddhartha's path to salvation.
32. Write an appreciation of Canto XXI of Divine Comedy.

(2x15=30 marks)



FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Sixth Semester BA Degree Examination, March/April 2020  
FEN6B11- English Language Teaching  
(2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

**I. Answer the following bunch of questions:**

1. \_\_\_\_\_ is the author of "English Language Teaching: Approaches, Methods and Techniques".  
( M.L.Tickoo, GeethaNagaraj, Mohammed Aslam)
2. \_\_\_\_\_ is the author of English Pronouncing Dictionary.  
( Paul Roberts, Geoffrey Hill, Daniel Jones)
3. \_\_\_\_\_ is the organization of sounds.  
( Phonetics, Phonology, Phonotactics)
4. Language is \_\_\_\_\_ transmitted.  
(culturally, genetically, physically)
5. Henry Sweet is associated with \_\_\_\_\_ method.  
( Audiolingual, Direct, Communicative)
6. The Bilingual method was proposed by \_\_\_\_\_.  
(C.J.Dodson, David Crystal, G. Bagchi)
7. Language is primarily \_\_\_\_\_.  
( Speech, Writing, Visual)
8. In GTM, Grammar is taught \_\_\_\_\_.  
(Inductively, prescriptively, deductively)
9. \_\_\_\_\_ consists of blocks of different colours on a black background.  
(Cuisiniere rods, fidel charts, blackboard)
10. \_\_\_\_\_ is an occupational dialect.  
(Jargon, Idiolect, Slang)
11. The Behaviour \_\_\_\_\_ by known Stimuli is called Respondent/Reflexive behaviour.  
(emitted, elicited, expressed)
12. \_\_\_\_\_ enables a speaker to produce new utterances.  
(Redundancy, Productivity, Displacement)

(12x1 = 12 marks )



II. Answer any nine of the following in two or three sentences each:

13. Acceptability
14. Motivation
15. What is reinforcement?
16. Competency
17. What are the three types of 'tasks' as described by Dr. Prabhu?
18. Role play
19. Redundancy
20. Information gap
21. Objectives of teaching English at Primary level.
22. Descriptive Grammar
23. Realia
24. What is constructivist teaching theory?

(9x2 = 18 marks)

III. Answer any six of the following in a paragraph each in about 100 words:

25. Cognitivism
26. Communicative Language Learning
27. The Silent Way
28. Teaching Grammar
29. Speech Act theory
30. Lesson Planning
31. Differentiate between GTM and Direct Method
32. Notional-functional syllabus
33. Pavlov's Behaviourism
34. Interaction hypothesis theory

(6x5 = 30 marks)

IV. Answer any two of the following essays in about 300 words each:

35. English as a global language.
36. Approaches to teaching of English.
37. Information and communication technology
38. The Four Skills of communication.

(2x10 = 20 marks)

1B6M20276

(Pages : 2)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Sixth Semester BA Degree Examination, March/April 2020  
FEN6B12- Functional English for Electronic Media  
(2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

Section A

Fill in the blanks with suitable options.  
Each question carries 1 mark.

1. The first form of spoken advertisement occurred on the \_\_\_\_\_.  
(television, internet, radio)
2. \_\_\_\_\_ is a characteristic of media writing.  
(audio capability, visual capability, accuracy, legibility)
3. Radio was devised and made functional by \_\_\_\_\_.  
(Maxwell, Hertz, Lodge, Marconi)
4. Cable and Satellite TV emerged in the \_\_\_\_\_.  
(1960s, 1970s, 1980s, 1990s)
5. Gen "Y" is anyone born after \_\_\_\_\_.  
(1963, 1973, 1983, 1993)
6. The telegraph used \_\_\_\_\_ code.  
(Binary, Morse, Data, QR)
7. The Latin word *Comunus* means  
(Community, Common, Communication)
8. \_\_\_\_\_ is anything that is sent and received.  
(Message, Source, Expression)
9. DAB is the acronym for \_\_\_\_\_ Audio Broadcasting.  
(Digital, Daily, Delayed)
10. \_\_\_\_\_ is the oldest form of electronic media  
(Radio, Television, Tape recorder)
11. Electronic media is anything that uses electronics and \_\_\_\_\_ signals  
(Radio, digital, radar)
12. FM means \_\_\_\_\_ Modulation.  
(Frequent, Frequency, Free)

(12x1=12 Marks)



**Section B**  
*Answer any nine questions in two or three sentences*  
*Each question carries 2 marks.*

13. What is meant by Media?
14. Mention a few disadvantages of the Internet.
15. How does Electronic Advertising affect you?
16. Characteristics of Broadcast Writing.
17. Difference between *writing for broadcast* and *writing for print*.
18. Criticisms of broadcast news.
19. FM Broadcasting
20. Radio talks.
21. Soap operas.
22. Electronic Media and Folk forms
23. Blogging.
24. BBC.

(9x2=18 Marks)

**Section C**  
*Answer any six questions in 150 words (Short Essay type).*  
*Each question carries 5 marks.*

25. A brief history of radio.
26. YouTube.
27. New Media .
28. Computer graphics.
29. Internet.
30. Heinrich Hertz.
31. Differences between New Media & traditional Print Media.
32. Twitter.
33. Facebook.
34. Brief history of television.

(6x5=30 Marks)

**Section D**  
*Answer any two questions in 300 words (Essay type).*  
*Each question carries 10 marks.*

35. New media and social networking
36. Types of electronic media
37. Portrayal of women on Television
38. Radio – new trends

(2x10=20 Marks)

1B6M20277

(Pages : 2)

Reg. No:.....

Name:.....

10  
FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Sixth Semester BA Degree Examination, March/April 2020  
FEN6B13- Translation Studies  
(2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

**I Answer the following questions, choosing the correct options from those given:**

1. ----- is associated with New Testament, 1525.  
(Tyndale, Coverdale, Wycliffe)
2. ----- is the author of *A Linguistic Theory of Translation*.  
(J C Catford, Susan Bassnett, Jeremy Harmer)
3. ----- is best known for his version of *The Rubaiyat* of Omar Khayyam.  
(Longinus, Matthew Arnold, Fitz gerald)
4. ----- distinguishes between the study of translation as a process and as a product.  
(Neubert, Popovic, Catford)
5. *Theory and Practice of Translation* is written by -----  
(Venuti, Dr Johnson, Eugene Nida)
6. According to Jacobson translation is a ----- invention.  
(Greek, French, Roman)
7. Interlingual translation is also known as -----  
(Translation proper, Transmutation, Rewording)
8. Bacon discusses the problem of ----- in translation.  
(Loss, Gain, Equivalence)
9. ----- made a distinction between 'signifier' and 'signified'.  
(Bacon, Saussure, Jacobson)
10. Eugene Nida distinguishes ----- types of equivalence.  
(Two, Three, Four)
11. George Chapman was the great translator of -----  
(Virgil, Shakespeare, Homer)
12. ----- feels that the theory of Victorian translation was founded on 'a fundamental error'.  
(Albert K. Cohen, J.M. Cohen, Phil Cohen)

(12 x 1 = 12 marks)



II Answer any NINE of the following in one or two sentences each

13. Dr. Johnson's views on translation
14. Edward Fitzgibbon
15. What is the difference between translation and transference?
16. Transmutation
17. Paradigmatic Equivalence
18. Horace on translation
19. Wycliffite Bible
20. Metaphrase
21. Wyatt and Surrey
22. Popovic's Negative shift
23. Intertextuality
24. Paralinguistic features

(9 x 2 = 18 marks)

III Write short notes on any SIX of the following in not more than 100 words each:

25. Types of translation
26. Explain Hilarie Belloc's six rules for the translator of prose texts.
27. Catford
28. Decoding and Recoding
29. André Lefevere's seven strategies for translation
30. Translation of drama
31. Language versus Culture equivalence
32. Roman Jakobson
33. Bible translation
34. Prominent translators of Romantic Age

(6 x 5 = 30 marks)

IV Answer any TWO of the following in not more than 300 words each:

35. A brief history of translation theory
36. Problems in Translation
37. Literary translation
38. Machine translation

(2 x 10 = 20 marks)

1B6M20278

(Pages : 2)

Reg. No:.....

Name:.....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Sixth Semester BA Degree Examination, March/April 2020  
FEN6B14- Introduction to Film Studies  
(2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

Answer all the following questions choosing the correct answer from the brackets:

1. *Chenmeen* was directed by -----.  
a. S. L. Puram Sadanandan      b. Ramu Kariat  
c. Thakazhi      d. Adoor Gopalakrishnan
2. 'A Certain Tendency in the French Cinema' was an article by -----.  
a. Andre Bazin      b. Lev Kuleshov  
c. Francois Truffaut      d. Andrew Sarris
3. Who is the director of *The Godfather*?  
a. Francis Ford Coppola      b. Mario Puzo  
c. Albert S. Ruddy      d. Vito Corleone
4. ----- editing is also known as decoupage.  
a. Parallel      b. Analytical  
c. Continuity      d. Chronological
5. ----- lighting is effectively used in film noir.  
a. High-key      b. High-contrast  
c. Cold      d. Low-key
6. ----- directed *A Man with a Movie Camera*.  
a. Vertov      b. Pudovkin  
c. Kuleshov      d. Eisenstein
7. The first film to use sound was -----.  
a. *The Jazz Singer*      b. *Citizen Kane*  
c. *Breathless*      d. *Dante's Inferno*
8. *Cahiers du Cinema* was launched in -----.  
a. 1966      b. 1942  
c. 1945      d. 1951
9. ----- was an exponent of realism in film.  
a. George Melies      b. Siegfried Kracauer  
c. Laura Mulvey      d. Christian Metz
10. ----- shot diminishes the power of its subject.  
a. High-angle      b. Straight-on angle  
c. Low-angle      d. Oblique angle



11. *Mother India* was directed by -----.
- a. Raj Kapoor
  - b. Mehboob Khan
  - c. V. Santaram
  - d. Bimal Roy
12. 'Visual Pleasure and Narrative Cinema' was written by -----.
- a. Laura Mulvey
  - b. Ronald Abramson
  - c. Peter Wollen
  - d. Alfred Hitchcock

(12x1=12 marks)

Answer any nine of the following in two or three sentences:

13. What are some of the ways to capture reality according to Bazin?
14. Explain the 30 degree rule.
15. What is the Western in film?
16. Describe German Expressionism.
17. State some factors responsible for the lack of maturity in Indian cinema.
18. What is meant by in-signs?
19. Comment on the narrative structure of *Rashomon*.
20. Discuss animation in films.
21. What are the major genres of film?
22. What is deep focus?
23. What is jump cut?
24. Describe a match cut.

(9x2=18 marks)

Answer any six of the following questions in a paragraph (100 words each):

25. Reality and representation in films
26. Mise-en-scene
27. Authorship in film
28. Editing
29. Colour in film
30. Classic Hollywood Cinema
31. Christian Metz
32. Soviet montage
33. Silent era in film
34. Italian neo-realist film

(6x5=30 marks)

Write essays on any two of the following questions (300 words):

35. Discuss the various stages in film production
36. Compare Pasolini's approach to cinematic language with that of Peter Wollen.
37. Describe the different types of shots.
38. Discuss *Chennu* as a classic Malayalam film.

(2x10= 20 marks)

186M20279

(Pages : 2)

Reg. No. ....

Name: .....

12

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Sixth Semester BA Degree Examination, March/April 2020  
FEN6B15- Effective Communication in Public Relations  
(2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

Answer the following bunches of questions:

- I. 1 April 21 is observed as the \_\_\_\_\_ Day.  
(National Publicity, National Public Relations, UN Propaganda)
- 2 The first organised PR set-up by the Government of India was \_\_\_\_\_.  
(Central Publicity Board, Central Board of PR, Central Board of Certificates)
- 3 The PRSI was set up in \_\_\_\_\_.  
(1947, 1988, 1958)
- 4 The first PR department in India in the private sector was set by \_\_\_\_\_.  
(Reliance, TATA, De Beers)
- II. 5 PR was defined as "the engineering of consent" by \_\_\_\_\_.  
(Karl Marx, King Asoka, Edward L. Bernays)
- 6 The famous propagandist in Hitler's regime was \_\_\_\_\_.  
(Mussolini, Joseph Goebbels, Churchill)
- 7 A newsletter is an important \_\_\_\_\_.  
(PR tool, popular reading material, Publicity stunt)
- 8 The beginnings of Indian PR is usually traced back to \_\_\_\_\_.  
(Ancient times, Medieval times, Modern times)
- III. 9 \_\_\_\_\_ is a crucial factor in present day PR.  
(Employer branding, Edicts of Asoka, Buddhist philosophy)
- 10 An emerging trend in PR is \_\_\_\_\_.  
(Employee branding, Online PR, negative branding)
- 11 Film sector comes under \_\_\_\_\_ unit.  
(Private PR, Commercial PR, Government PR)
- 12 \_\_\_\_\_ is a metric used in PR.  
(Share of Voice, Share of Stock, Stock Exchange)

(12x1=12 marks)



**IV. Answer NINE of the following in two or three sentences each.**

13. Define Public Relations.
14. What is Propaganda?
15. What is house journal?
16. What is meant by PR campaign?
17. What is meant by "bad publicity"?
18. What is "Yellow Press"?
19. What is the role of PR in a government?
20. PR departments in Central Government.
21. Mention two essential skills for a good Public Relations Officer.
22. Why is PR important for governments?
23. Mention some ancient figures who contributed to the growth of PR in India.
24. What is Corporate PR?

(9 x 2 = 18 marks)

**V. Answer any SIX of the following in a paragraph each (in about 100 words).**

25. What is the difference between public relations and publicity?
26. How is marketing different from PR?
27. Explain the major PR tools.
28. What are the goals involved in PR?
29. Professionalism in PR.
30. What are the major challenges faced by a PRO?
31. Which are the four stages of PR in India?
32. When does PR become propaganda?
33. How is advertising different from propaganda?
34. What is meant by strategy in PR?

(6 x 5 = 30 marks)

**VI. Answer any TWO of the following in about 300 words each.**

35. What is the role of PR in public and private sectors in the Indian context?
36. Discuss the major stages of development of PR in India.
37. Explain the organisational structure of PR departments in State and Central governments.
38. Discuss in detail the qualities and qualifications that make a good PRO.

(2 x 10 = 20 marks)