

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Sixth Semester BA English Degree Examination, March 2018
ENG6B01 – Literary Criticism & Theory
(2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

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

1. What was the year of publication of *Lyrical Ballads*?
a. 1802 b. 1800 c. 1789 d. 1798
2. Homer's *Iliad* is an example of ---.
a. Epic poetry b. Satire c. Ode d. Ballad
3. Identify the figure of speech of the phrase 'aching joys':
a. Metaphor b. Simile c. Metonymy d. Oxymoron
4. Who was the Indian aesthete that introduced the similitude of painting to explain the enlightenment of aesthetic emotion?
a. Abhinavagupta b. Anandavardhana
c. Bhatta Lollata d. Sankuka
5. Who is the author of *A Course in General Linguistics*?
a. Jacques Derrida b. Ferdinand de Saussure
c. Elain Showalter d. Roman Jakobson
6. Which, of the following, was Aristotle's term for tragic flaw?
a. Peripetia b. Anagnorisis c. Hamatia d. None of these
7. Who, among the following, introduced irregular ode in English literature?
a. Robert Browning b. William Shakespeare
c. Ben Jonson d. Abraham Cowley
8. Who was the author of *Republic*?
a. Socrates b. Plato c. Aristotle d. Sophocles
9. The distinguishing sign of which phase of feminism was the male pseudonym?
a. Feminine b. Female c. Feminist d. Gynocriticism
10. Who, among the following, was an exponent of dhvani school?
a. Bhatta Lollata b. Anandavardhana
c. Abhinavagupta d. Bhatta Tauta

(10 x 1= 10 Marks)

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

11. How does Aristotle define tragedy?
12. What is meant by the 'historical sense'?
13. What is a dramatic monologue?
14. What is meant by the linear nature of the signifier?
15. Explain Plato's theory of ideas.
16. What is meant by bhavakatva?
17. What is negative capability?
18. What is Aucitya?
19. What, according to Showalter, is the female stage in feminism?
20. Describe any two key features of magic realism.
21. What is Uttama kavya, according to Anandavardhana?
22. 'Poetry sheds no tears such as angels weep'. Explain.

(10 x 2 = 20 Marks)

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

23. Realism.
24. Plato's comments on drama.
25. The arbitrariness of the linguistic sign.
26. Myth.
27. Svabhavokti.
28. Wordsworthian distinction of poetry and science.

(4 x 5 = 20 Marks)

IV. Write essays on any two of the following questions:

29. How does Aristotle establish plot as the central constituent part of tragedy?
30. How does Eliot combine the concepts of tradition and impersonality "Tradition and the Individual Talent"?
31. Summarize the observations made by Elaine Showalter in "Toward Feminist Poetics".
32. Discuss the contribution made by the theory of "Rasa" to the world of Indian Aesthetics.

(2 x 15 = 30 Marks)

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Sixth Semester BA English Degree Examination, March 2018
ENG6B02 – Literature in English – American & Post Colonial
(2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

Answer the following questions choosing from the options given.

Which of the following movements are Thoreau and Emerson associated with?

- a) Postcolonialism b) Postmodernism c) Transcendentalism d) Existentialism

Who is the author of the collection *Leaves of Grass* ?

- a) Allan Poe b) Walt Whitman c) Emily Dickinson d) Herman Melville

"Little Theatre" belongs to -----

- a) America b) Africa c) India d) China

Who among the following is not an author of *The Empire Writes Back*?

- a) Homi K Bhaba b) Bill Ashcroft c) Helen Tiffin d) Gareth Griffiths

Who among the following made a rewriting of *Jane Eyre*?

- a) Jean Rhys b) Chinua Achebe c) J M Coetzee d) Emile Bronte

Faulker was awarded----- in 1955

- a) Nobel Prize b) Pulitzer Prize c) Booker Prize d) Non of the Above

"The Yoknapatawpha Country is the setting of the works by-----

- a) Arthur Miller b) Walt Whitman c) Emily Dickinson d) William Faulkner

Who wrote the story "Barn Burning" ?

- a) Nasibu. b) Faulkner. c) Carol Shields. d) None of these.

Who does Mrs Winters give the scarf to?

- a) Norah b) Chris. c) Tom. d) Gwendolen.

0. *Fault Lines* is a memoir by-----

- a) Meena Alexander b) David Diop c) Kamala Das d) Edward Said

(10x1=10 Marks)

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

11. How does the poem 'Edge' by Plath begin?
12. What is the central theme of the poem 'Anecdote of a Jar'?
13. Why was Willy fired from service?
14. Why does Abner Snopes burn barns?
15. Why is the narrator shocked when he sees Roderick Usher?
16. What is the importance of the line "the effect of light on water is a distortion" in 'This is a Photograph of Me'?
17. Why does liberty taste bitter for David Diop?
18. What does Winters decide to do with the prize money?
19. What does Om Prakash do for a living?
20. How do the natives invoke the elements of nature in *The Mystic Drum*?
21. What is the significance of the title "The Emigrants"?
22. What is 'face saving' according to Ginni?

(10x2=

III. Write short notes on any four of the following questions in a paragraph of 100 words

- 24 Symbolism in Miller's play.
- 24 Gothic elements in Poe's story.
25. Imagery in 'This is a Photograph of Me'?
26. *Africa* as a postcolonial poem
- 27 Organ transplantation in *Harvest*
28. Title of 'House of a Thousand Doors'

(4x5=20

IV. Answer any two of the following questions in 800 words.

- 29 Discuss Arthur Miller's play as a critique of the capitalistic society of his time.
- 30 *Harvest* as a Futuristic play.
- 32 What are the common features in postcolonial poetry?
33. Theme of mystery in American Short stories

(2 x15 =

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Sixth Semester BA English Degree Examination, March 2018
ENG6B03 – Women’s Writing
(2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

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

1. Charlotte Bronte wrote under the pen name
a) Currer Bell b) George Egerton c) Frances Clark d) Ann Steel
2. Only Female member of Les Six composers group
a) Sarah Grand b) Ethel Lilian Voynich c) Mlle Germaine d) Dinah Craik
3. *Gynocriticism* is a term coined by
a) Virginia Woolf b) George Eliot c) Elaine Showalter d) Emily Dickinson
4. Director of the movie *The Day I Became a Woman*?
a) Abbas Kiarostami b) Asghar Farhadi c) Marzieh Meshkini d) Majid Majidi
5. What is a Marquee?
a) Tent b) Plant c) pie d) Dress
6. Name the novel in which EM is a character?
a) The Heavenly Twins b) The Beth Book c) Story of an African Farm d) Discords
7. She rose to his Requirements. Whose?
a) Husband’s b) Son’s c) Father’s d) Brother’s
8. How many languages did Kamala speak?
a) One b) Two c) Three d) Four
9. *Queen of Gardens* is an essay by
a) Elaine Showalter b) Oliver Schreiner c) Sarah Grand d) Ruskin Bond
10. Name Shakespeare’s imaginary sister.
a) Ann b) Betty c) Judith d) Sarah

(10 x 1= 10 marks)

II. Answer any ten on the following in two or three sentences

11. How did Chandidasi become a Bayen?
12. Why does Laura want to cancel the garden party?
13. What is the Contagious Diseases Act?
14. The tribesmen are defined as 'silenced and subdued'. Explain.
15. What does Aunt Jennifer's Tigers do?
16. Role of Chastity in woman's life.
17. How does the poet express her discontent in 'She rose to his Requirements'?
18. What provokes the narrator to compel Hari's mother into saying 'Girls are Nice'?
19. Who is the speaker in Emily Dickinson's Poem?
20. How does 'History' portray woman?
21. Why does Das attribute the title 'Everyman' to her husband?
22. Significance of the title 'Wide Sargasso Sea'.

(10x2=20 m

III. Answer any Four in a Paragraph

23. The Heavenly Twins
24. Bora Ring in native culture
25. Ahoo
26. Pritvi in Mityr
27. Feminine Writers
28. Annette

(4 x5=20 ma

IV. Attempt any two in 300 words

29. "Garden Party" as a tale of growth from maturity to innocence.
30. Wide Sargasso Sea as a significant Post-Colonial literature.
31. The portrayal of Iranian Females in *the Day I became a Woman*.
32. Feminist concerns in *Mityr my Friend*.

(2x15=30 ma

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Sixth Semester BA English Degree Examination, March 2018
ENG6B04– Writing for the media
 (2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

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

1. 'Medium is the message' is statement by:
 - a) Marshall McLuhan
 - b) Jean Baudrillard
 - c) Edward S Herman
 - d) Sean MacBride
2. Who is termed as the 'unsung hero of a newspaper'?
 - a) Reporter
 - b) Sub editor
 - c) Chief editor
 - d) Proof reader
3. The explanatory matter written below a photograph is called
 - a) Caption
 - b) Blurb
 - c) Kicker
 - d) Belly
4. A headline that stretches across all columns of a newspaper is:
 - a) Skyline
 - b) Ribbon
 - c) Tombstone
 - d) Bleed
5. The chronological evolution of mass media is
 - a) Radio, film, newspaper, television
 - b) Newspaper, film, radio, television
 - c) Newspaper, radio, film, television
 - d) Film, newspapers, radio, television
6. Who coined the term Fourth Estate?
 - a) Adam Smith
 - b) Mathew Arnold
 - c) Edmund Burke
 - d) John Milton
7. Tabloid refers to
 - a) Newspaper half the size of broadsheet
 - b) Newspaper one fourth the size of broadsheet .
 - c) Newspaper three fourth the size of broadsheet
 - d) Broadsheet popularly known in UK
8. The act of producing a message is known as:
 - a) Decoding
 - b) Messaging
 - c) Noise
 - d) Encoding
9. Which of the following is an example of social media network?
 - a) Orkut
 - b) Google
 - c) Mozilla
 - d) Skype
10. Media audience is a group.
 - a) Homogenous
 - b) Heterogeneous
 - c) Monolithic
 - d) Uniform

(10x1=10 Marks)

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

11. Stylebook
12. Technical writing
13. Nutgraph
14. Blurp
15. Classified
16. Storyboard
17. Letter to the editor
18. Slogans in advertisements
19. Copywriting
20. Summary lead
21. Use of connectives
22. 5Ws and 1H

(10x2=20 Ma

III Answer FOUR of the following questions in a paragraph of 100 words:

23. Describe the general guidelines for writing effective headlines.
24. Examine the merits and demerits of the inverted pyramid style of news reporting.
25. Compare and contrast the writing for newspapers and magazines.
26. Write a short screenplay on the theme 'lost love.'
27. Write a brief film review on any of the recently watched film of your choice.
28. Define blogging. Can we equate it with journalism?

(4x5=20 Ma

IV Answer any TWO of the following questions in 300 words:

29. Write an editorial on stray dog attacks in Kerala detailing the short and long remedies.
30. Describe the skills needed for conducting an effective interview for a newspaper. Prepare a set of ten questions in a sequence to be posed to the Minister of Education on the challenges of higher education in Kerala.
31. Explain the characteristics of new media writing. How does it differ from writing in conventional media?
32. Write a feature for a magazine on any of the *extension activities of your college*.

(15x2=30 Ma

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Sixth Semester BA English Degree Examination, March 2018

ENG6E(1)- World Classics in Translation

(2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

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

1. Drama comes from the greek word meaning
a) Performance b) stage c) action d) song
2. What is Peripetia?
a) Introduction of Drama b) Emotional Purification
c) Reversal of Fortune d) Tragic Flaw
3. *Poetics* is authored by
a) Plato b) Aristotle c) Dante d) Homer
4. Where was Laius killed?
a) at the market place b) Corinth
c) Temple of Delphi d) at the crossroads on the way to Delphi
5. Vyayoga means
a) one-act play b) oral c) folklore d) Enjoyable
6. Who curses Karna?
a) Durvasa b) Parashuram c) Vashishta d) Valmiki
7. Which among the following is not a Theban Play?
a) Oedipus b) Antigone c) Electra d) none of these
8. Laius is the king of
a) Thebes b) Corinth c) Athena d) none of these
9. On which day of the war is Karna killed?
a) 14 th b) 15 th c) 16 th d) 17 th
10. The Semi-Autobiographical trilogy- Childhood, Boyhood and Youth is written by
a) Alexander Pushkin b) Leo Tolstoy c) Goethe d) Dostoevsky

(10 x 1= 10 marks)

II. Answer any ten on the following in two or three sentences

11. What is the significance of Sidhartha's dream of Kamala song bird being dead in the cage?
12. What are Problem Plays?
13. What are Stock Characters?
14. What is the theme of *Karnabhara*?
15. What happens to Kamala in the end?
16. What was the riddle answered by Oedipus?
17. What is Tolstoy's attitude towards sin?
18. What is meant by Achilles foot?
19. The role of Oracle in Oedipus's life?
20. What is Fanfiction?
21. What is a Pantomime?
22. What happens to Dante at the end of his visit to Saturn?

(10x2=20 marks)

III. Answer any Four in 100 words

23. Three Unities of Greek Drama
24. Vasudeva
25. Beatrice
26. St.Petersburg in Poor Folk
27. Trojan War
28. Tiresias

(4 x5=20 marks)

IV. Attempt any two in 300 words

29. Greek Theatre
30. Write a critical appreciation of the poem '*I Loved You*'
31. Characteristics of Sanskrit theatre
32. Identity Quest in *Sidhartha*

(2x15=30 marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Sixth Semester BA Functional English Degree Examination, March 2018
FEN6B11 – English Language Teaching
 (2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

I. Answer the following bunches of questions:

A

1. There is no one communicative syllabus, only a communicative _____.
(Teaching, Learning, Approach)
2. TOEFL stands for the test of English as a _____ language.
(Functional, Foreign, Full)
3. _____ words are the most important words.
(Key, Content, Functional)
4. "Langue and parole" is a distinction made by _____.
(Chomsky, Bloomsfield, Saussure)

B

5. 'The Silent Way' was developed by _____.
(James Asher, Pavlov, Skinner)
6. _____ is the author of *The Practice of English Language Teaching*.
(Mohammed Aslam, M.L.Tickoo, Jeremy Harmer)
7. _____ is a sub skill.
(Skimming, Reading, Writing)
8. _____ enables a speaker to produce new utterances.
(Displacement, Productivity, Redundancy)

C

9. Punishment is a _____ reinforcement.
(Positive, Negative, Assertive)
10. Mentalist Learning Theory was spearheaded by _____.
(Pavlov, Chomsky, Boal)
11. Grammar Translation method gives more importance to _____.
(Acquisition, Transmission, Translation)
12. _____ is a symbolic mental construction.
(Schema, Structure, Schedule)

(12x1=12 marks)

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

13. Reinforcement
14. Elicitation
15. Accuracy
16. Speech Act
17. Audio Visual Aids
18. LSRW
19. Language Acquisition Device
20. Gestalt Theory
21. Descriptive Grammar
22. Bilingual Method
23. Suggestopedia
24. The rôle of teacher in communicative language teaching. (9x2=18 ma

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

25. Writing as a Skill
26. Lesson Plan
27. Direct Method
28. English as a Second Language
29. Content Based Teaching
30. Teaching of English at the Primary School level
31. Varieties of English
32. Behaviourism
33. Peer Teaching
34. Communicative Approach (6x5=30 marks)

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

35. Cognitivism
36. Approaches to English Language Teaching.
37. The place of English today.
38. Communicative English Language Teaching. (2x10=20 marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Sixth Semester BA Functional English Degree Examination, March 2018
FEN6B12 – Functional English for Electronic Media
 (2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

Answer the following bunches of questions:

1. E-Magazine stands for _____ Magazine.
(Electrical, Electronic, Edited.)
2. WWW stands for World Wide _____.
(Wireless, Web, Work).
3. Samuel _____ developed electromagnetic telegraph.
(Richardson, Samson, Morse).
4. _____ is a real-time information network.
(Twitter, Facebook, Blog).
5. _____ is a characteristic of media writing.
(Accuracy, Fluency, Grammaticality.)
6. Cable and satellite TV emerged in the—.
(1970s, 1980s, 1990s.)
7. IPTV stands for Internet _____ television.
(Protocol, Positioning, Placing).
8. EMRC stands for Educational Media Research
(Circle, Centre, Cycle.)
9. DTH stands for direct to _____
(Home, House, Hotel.)
10. All India Radio introduced the first daily news bulletin in
(1934, 1936, 1939.)
11. _____ is the oldest form of electronic media.
(Radio, Television, Tape recorder.)
12. Electronic media is anything that uses electronics and _____
(radio, digital, radar.)

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

13. Disadvantages of radio.
14. Satellite radio.
15. Internet.
16. Electronic advertising.
17. Four characteristics of media writing.
18. New media.
19. Social networking sites.
20. You Tube.
21. Twitter.
22. Editing.
23. Marconi.
24. E-mail.

(9 x 2 = 18 Ma

III. Write short notes in not more than 100 words each, on any seven of the following

25. DD.
26. Reality shows.
27. Paid reporting.
28. Journal
29. Profile writing.
30. Editing.
31. BBC.
32. AIR.
33. TV Serials.
34. Ethics of telecasting.

(7 x 5 = 35 Ma

IV. Write an essay of about 300 words on any one of the following:

35. Electronic media and their impact on society.
36. Television as a mass medium.

(1 x 15 = 15 Ma

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(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Sixth Semester BA Functional English Degree Examination, March 2018
FEN6B13 – Translation Studies
 (2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

I. Answer the following bunches of questions.

1. _____ is the scientific study of language.
(linguistics, semiotics, stylistics)
2. Interlingual translation is also known as _____.
(transmutation, transcreation, translation proper)
3. King James' Bible was published in _____.
(1511, 1611, 1711)
4. _____ classified types of translation based on extent, level and rank.
(Nida, Neubert, Catford)
5. Omar Khayyam's *Rubaiyyat* was translated by _____.
(Carlyle, Dryden, Fitzgerald)
6. Which of the 18th century writer was a well known translator?
(Pope, Dryden, Addison)
7. George Chapman was the great translator of _____.
(Virgil, Dante, Homer)
8. _____ stresses the usefulness of paraphrasing a given text.
(Bacon, Quintilian, James)
9. Hillaire Belloc laid down _____ rules for translation of prose texts.
(six, seven, eight)
10. In formal equivalence the emphasis is on _____.
(message, effect, word)
11. In metrical translation the focus is on _____.
(sounds, words, metre)
12. Neubert distinguishes between the study of translation as a product and as a _____.
(process, procedure, problem)

(12x1=12 Marks)

II. Answer any *nine* of the following.

13. What is meant by invariant core?
14. The three types of translation, according to Jacobson.
15. What is untranslatability?
16. Phonological translation
17. Graphological translation
18. Machine translation
19. Dynamic equivalence
20. Transliteration
21. Loss in translation
22. William Tyndall

(9 x 2=18 Ma

III. Write a short note on any *six* of the following in not more than 100 words.

23. Types of translation, according to J.C Catford
24. Loss and gain in translation
25. Cultural untranslatability
26. Translation of advertisements
27. Scope of translation
28. Eugene.A.Nida
29. Translation in the Roman period
30. Translating drama

(6x5=30 Ma

IV. Answer any *two* of the following in not more than 300 words.

31. Bible Translation
32. Types of translation
33. Translating poetry

(2x10=20 Ma

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Sixth Semester BA Functional English Degree Examination, March 2018
FEN6B14 – Introduction to Film Studies
 (2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

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

1. Francis Ford Coppola's *The Godfather* came out in ---.
 a. 1970 b. 1971 c. 1972 d. 1973
2. Who is the music director of *Chemmeen*?
 a. G. Devarajan b. Salil Chowdhury c. M S Baburaj d. None of these
3. What is the name of the bandit in *Rashomon*?
 a. Vakulinchuk b. Tajomaru c. Ichimonji d. None of these
4. Name the newspaper run by Bhupati in *Charulatha*?
 a. *The Sentinel* b. *The Spectator* c. *The truth* d. *The voice*
5. Who is the director of *Citizen Kane*?
 a. William Wyler b. Orson Welles c. Vittoria de Sica d. None of these
6. Who is the author of *The Cinema of Poetry*?
 a. Pasolini b. Godard c. Andre Bazin d. Christian Metz
7. What does the certificate A by the Censor Board in India stand for?
 a. Adultery b. Adults only c. Assassin d. None of these
8. *Nanook of the North* is a --- film.
 a. Thriller b. Western c. Road Movie d. Documentary
9. ----- is the French term which means, literally, "put in the scene".
 a. Mise-en-scène b. Cahiers du cinema c. cinema verite d. mise-en-abyme
10. Cross cutting is also called ---.
 a. Jump cutting b. Continuity editing c. Invisible editing d. Parallel editing
11. Name the film magazine with which Andre Bazin was associated.
 a. *Criterion* b. *Spectator* c. *Cahiers du cinéma* d. *Film View*
12. ----- was originally called *La Nouvelle Vague*.
 a. The New Wave b. The New Cinema c. The New Film d. None of these

(12 x 1= 12 Marks)

II. Answer any nine of the following questions in a sentence or two:

13. What is a long shot?
14. Mention any two features of Italian Neorealism.
15. What is a flashback?
16. What is meant by 30 degree rule?
17. Mention two expressionist classics of the 1920s.
18. What caused the collapse of Bhupathi's press and newspaper?
19. 'How does Don Vito Corleone help Johny Fontane in realizing his wish?
20. Which is the work by Peter Wollen that Ronald Abramson refers to in "Structure and Meaning in Cinema"?
21. Which is the historical event filmed as *Battleship Potemkin*?
22. What is Bazin's view on *Citizen Kane*?
23. Comment on the climax of *Rashomon*.
24. What is the myth on which *Chemmeen* is based?

(9 x 2 = 18 Ma

III. Answer any six of the following questions in a paragraph:

25. Mise-en-scene.
26. Avant-garde.
27. Classic Hollywood Cinema.
28. Film Semiotics.
29. Satyajith Ray's comments on *Kalpana*.
30. Pasolini's approach to cinematic language.
31. Censorship in Cinema.
32. Representation of fisher folks in *Chemmeen*.
33. The character of Bhupathi in *Charulatha*.
34. The opening scenes of *The Godfather*.

(6 x 5 = 30 Ma

IV. Write essays on any two of the following questions:

35. Explain the importance of montage in cinema with reference to Eisenstein's *Battleship Potemkin*.
36. Why does Andre Bazin claim that deep focus is a dialectical progress in the evolution of the language of cinema?
37. Consider *Bicycle Thieves* as an Italian Neorealist film.
38. *Rashomon* is a shadow play of truth and memory. Discuss.

(2 x 10 = 20 Ma

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Sixth Semester BA Functional English Degree Examination, March 2018
FEN6B15(A) – Effective Communication in Public Relations
 (2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

I. Choose the right answers from the following bunches of answers:

1. An example of oral communication aid -----
(newspaper, films, posters, panel discussion)
2. PRSI is a ----- body of PR practitioners.
(Technical, professional, common, none of these)
3. ----- is the determination of goals for an organization
(writing, speaking, planning, none of these)
4. A PRO has -----role towards the top management
(advisory, outward, inward, unimportant)
5. Public relations is concerned with creating -----for the function of an organization
(control, power, good will, none of these)
6. A----- acts on behalf of a special interest group
(Lobbyist, Propagandist, PRO, Corporates)
7. Example of an important link between management and employees
(Radio, Newspaper, House journal, none of these)
8. Radio is a mobile medium with -----
(speed, base, flexibility, concentration)
9. ----- is an example of publicity literature
(house journals, PRO, Lobbyist, none of these)
10. ----- groups can be used for audience research
(Internet, Computer, Usenet, Posters)
11. A PRO can asses the ----- of the people towards the organization
(value, order, attitude, none of these)
12. The author of the book "How to be a good PRO" is.....
(Narasimha Reddy, Yashpal, Varshney, Gokak)

(12×1=12 Marks)

II. Answer any nine of the following in not more than three sentences each.

13. Define "Brochures".
14. Who is a "Lobbyist"?
15. Write two functions of a House Journal?
16. What is the role of a film in PR?
17. What are the marketing public relations?
18. What is public information?
19. Define corporate advertising?
20. Define IPRA.
21. What is advertising?
22. Define "propaganda".
23. What are the functions of PR department?
24. Write two examples of PR tools.
25. Define public relations.
26. Define "publicity".
27. Define 'Usenet'.

(9×2=18 M)

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

28. Responsibility of PRO.
29. PR tools.
30. Public relations campaign
31. Objectives of house journal.
32. Specific techniques of public relations
33. Media schools of India
34. Meanings and purpose of public relations

(6×5=30 M)

III. Attempt any two of the following in not more than 300 words each.

35. "Public Relations and advertising are two essentials for the success of an enterprise. Discuss.
36. Discuss the role and functions of PR practitioners in an organisation.
37. Describe the history of the origin and development of public relations in India.
38. Discuss the organisational structure of public relations department in private and public sectors.

(2×10=20 M)