

**D 91659**

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Name.....

Reg. No.....

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

English

ENG 3A 05—NATIVE MEDIA IN ENGLISH

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

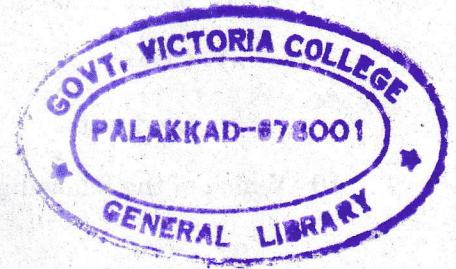
I. Answer the following bunches of questions :—

1 The Protection of Children from Sexual Offences Act was enacted in :

- |          |          |
|----------|----------|
| a) 2011. | b) 2010. |
| c) 2009. | d) 2012. |

2 The name 'Google' was taken from the word :

- |            |                   |
|------------|-------------------|
| a) gogol.  | b) googol.        |
| c) googly. | d) None of these. |



3 According to Narlikar, the element of superstition in the new generation :

- |                   |                   |
|-------------------|-------------------|
| a) Has increased. | b) Has mutated.   |
| c) Has leveled.   | d) Has decreased. |

4 What is philanthropy ?

- a) Quality of being economical with money.
- b) The state of completely lacking in a particular good quality.
- c) The desire to promote the welfare of others especially through charity.
- d) Extreme unwillingness to spend money.

5 What is NRHM ?

- a) National Rural Health Mission.
- b) National Rural Humanitarian Mission.
- c) National Research Help Mission.
- d) None of the above.

**Turn over**



- 6 Which among the following is a film by Shashi Kumar ?
- a) Kaya Taran. b) When Big Tree Falls.  
c) Choker Bali. d) Bohurupee.
- 7 What is UGC ?
- a) User General Context. b) User Generated Content.  
c) University Grants Commission. d) User General Comment.
- 8 The film, *Only an Axe Away*, pays homage to :
- a) Chipko Movement. b) White Revolution.  
c) Anti-Feticide Movement. d) Silent Valley Movement.
- 9 Which of the following does not belong to the three C's of writing online :
- a) Clear. b) Concise.  
c) Confront. d) Consistent.
- 10 Which of the following is not a sans serif font :
- a) Arial. b) Tahoma.  
c) Times New Roman. d) Verdana.

(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 the foundation work done by Bill Gates in India ?
- 14 Name two pharmaceutical industries in the country.
- 15 Why television is considered a powerful medium for advertisement ?
- 16 What are the disadvantages of advertising on TV ?
- 17 What is Pathrakadavu Project ?
- 18 What is the name of the river mentioned in the film 'Only an Axe Away' ?
- 19 What is UGC ?
- 20 Name a few digital spaces where you present yourselves.



- 21 What are the key words important in writing for websites?
- 22 What is to 'Google' ?

(10 × 2 = 20 marks)

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

- 23 What was Narlikar trying to convey through the story of his experience with E.M.Forster ?
- 24 What is meant by the 'Fear of the Microsoft' ?
- 25 Write a note on your observation of medical practice in Kerala.
- 26 Write a short note on an advertisement of your choice.
- 27 Discuss the present environmental hazards.
- 28 What are the points to remember when writing for blogs ?

(4 × 5 = 20 marks)

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

- 29 How does the convergence of media affect our lives ?
- 30 Critically comment on any one of the issues dealt with in 'Satyamev Jayate' episode.
- 31 Comment on the videos that you come across on social media networking sites.
- 32 Write an essay on Internet as culture and cultural artifact.

(2 × 15 = 30 marks)