

**CARMEL COLLEGE OF ARTS, SCIENCE AND COMMERCE FOR WOMEN  
NUVEM, GOA**

**SEMESTER END EXAMINATION, JULY 2021**

**Semester: IV of BA**

**English for Competitive Exams: ENS 105**

**Date: 17/07/2021**

**Duration: 2 Hrs**

**Marks: 40**

**Total No. of pages: 02**

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**INSTRUCTIONS:**

- *Students shall write down the answers on an A4 size paper. Make sure to write only on one-side of the paper so that the ink does not bleed causing difficulty in reading the scanned document.*

- *Students should fill in necessary information on their answer sheets in advance.*

***Follow the steps below:***

- *Write roll number and sign **each** page at the top left-hand side corner.*
- *Write the page number and date on **each** page at the top right-hand corner.*
- *Students must upload the scanned copy of the answer sheet in PDF format. PDFs should be titled as: Seat number\_ Name of the student\_ Paper code.*

***Example: 20201995\_ Ave Dias\_ ENS105***

- *All scans must be taken in **PORTRAIT/VERTICAL** mode.*
- *Students will be allotted 2 hours to write and 1 hour to upload the answer sheet.*
- *A student must upload their answer scripts on time. Please do not wait till the last moment to complete this. Once you feel you have answered to your satisfaction, please complete the uploading process.*
- *All questions are compulsory with internal choice.*
- *Figures to the right indicate maximum marks.*

**Q.I) Attempt any five of the following questions.**

**(5x2=10)**

- 1) State two ways in which mass communication and globalisation has benefitted you as an individual.
- 2) Is broadcasting media an outdated form of media? Comment.
- 3) Write a short note on the drawbacks of online advertising.
- 4) You are an RJ. Write an introduction for a morning radio show.
- 5) Write down the steps to editing for the print media.
- 6) How does one build one's presence on social media?
- 7) Imagine the internet crashed for a day across the world. What would be the repercussions?
- 8) Share your thoughts on the pros and cons of the Media and Communication Skills paper as a SEC.

**Q.II) Attempt any six of the following questions.**

**(6x5=30)**

- 1) Chart the evolution of print media in India.
- 2) Why is it important for advertising companies to follow advertising ethics?
- 3) Advertisements are curated based on target groups. Elaborate.
- 4) Write an editorial on, 'How necessary is college education?'.
- 5) Write a short note on the brief history of cyber media.
- 6) Bring out any three challenges of social networking sites faced by adults.
- 7) In recent times you see a lot of 'cringe content' generated on media sharing sites. As users, state dos and don'ts for proper social media etiquette.
- 8) How has the internet enabled the world to function during the Covid-19 pandemic?

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