

CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,
NUVEM-GOA

SEMESTER END EXAMINATION, NOVEMBER, 2022

BA Semester III

ENG 123: Media and Communication Skills

Date: 29/11/2022

Duration: 2 Hours

Total Marks: 80

No of Pages: 02

Instructions:

- All questions are compulsory with internal choice.
- Figures to the right indicate maximum marks.

Q.1) Write notes on any four of the following in approximately 100 words (4x4=16)

- 1) Barriers to communication
- 2) Any one psychological barrier
- 3) Definition of globalisation
- 4) Shock Advertisements
- 5) Puffery in Advertising
- 6) AIDA

Q.2) Write notes on any four of the following in approximately 100 words (4x4=16)

- 1) Dating Applications
- 2) Twitter versus Instagram- the best choice for promoting a brand.
- 3) Soft skills used while anchoring a television interview.
- 4) Pinterest - discovering content on social media.
- 5) Importance of Review-writing
- 6) Role of an Editor

Q.3) Answer any one of the following questions in approximately 400 words. (12)

1. With the help of a diagram, explain the communication process along with the significance of each component.

OR

2. Explain with examples the various physical barriers to communication.

Q.4) Answer any one of the following questions in approximately 400 words. (12)

1. Define Advertising and explain the various types of media which are used to advertise.

OR

2. Write a note on the need for ethical advertising in contemporary times.

Q.5) Attempt any one of the following: (12)

1. Write an editorial in about **400** words on important issues affecting students and educational institutions in our times.

OR

2. Imagine you are an editor. Rewrite the following with editorial inputs.

Electricity is express by the amount of charge flowing through the particular area in unit time. Electricity is a necessity to modern civilization. It have invaded our lives or has become vital to many aspects of our society. It is a medium for the transmission to signals in computers, cell phones etc. In industries, manufacturing rely on electricity for drive virtually all moving parts.

Q.6) Answer any one of the following questions in approximately **400** words. (12)

1. Write a note on the importance of social media handles in an age which is governed by the Internet.

OR

2. What is meant by Cyber Crime? Give examples.
