(7 pages) **Reg. No. :** .....

Code No.: 30131 **Sub. Code: EMEN 51**

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2025.

Fifth Semester

English – Core

AUTHORS IN FOCUS

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. According to Aristotle, tragedy achieves its proper function through the arousal and purification of _____ emotions.

   (a) Joy and sorrow

   (b) Pity and fear

   (c) Love and hatred

   (d) Pride and shame

2. In Aristotle's classification, which literary form deals with characters "of a lower type" but not necessarily evil?

   (a) Tragedy (b) Epic poetry

   (c) Comedy (d) Lyric poetry

3. Epic poetry differs from tragedy primarily in its use of ———— narrative technique.

   (a) Dialogue (b) Narrative form

   (c) Chorus (d) Soliloquy

4. *David Copperfield's* character development primarily illustrates in _____ literary form.

   (a) Picaresque novel (b) Bildungsroman

   (c) Gothic romance (d) Social satire

5. Which character represents David's most significant moral and emotional anchor?

   (a) Dora Spenlow (b) Agnes Wickfield

   (c) Emily (d) Clara Peggotty

6. The central mystical theme of Gitanjali focuses on the relationship between:

   (a) Nature and humanity

   (b) Human soul and God

   (c) Past and present

   (d) East and West

7. Tagore's mysticism in Gitanjali is distinguished by its emphasis on _____.

(a) Ascetic withdrawal

(b) Humanism and worldly engagement

(c) Ritual practice

(d) Scriptural study

8. In *Sense and Sensibility*, marriage functions primarily as:

(a) Romantic fulfillment only

(b) Economic and social institution

(c) Religious sacrament

(d) Political alliance

9. The Dashwood sisters' contrasting approaches to love represent Austen's exploration of:

(a) Class differences

(b) Reason versus emotion

(c) Youth versus age

(d) Rural versus urban life

10. Which innovative medium stories through 'Dignifying science presents women scientis'?

(a) Documentary film

(b) Graphic novel format

(c) Academic biography

(d) Historical fiction

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Examine Aristotle's theory of catharsis, explaining how tragedy purifies emotions through the arousal of pity and fear.

Or

(b) Compare and contrast Aristotle's treatment of comedy and epic poetry, highlighting their distinct characteristics and purposes.

12. (a) Analyze David copper field as a Bildungsroman, tracing the protagonist's psychological and moral development from childhood to maturity.

Or

(b) Discuss the theme of social class and its impact on character relationships and moral development in *David copperfield*.

13. (a) Evaluate the concept of mysticism in 'Gitanjali', focusing on Tagore's unique blend of spiritual yearning and humanistic values

Or

(b) Examine the relationship between the finite and infinite in 'Gitanjali', showing how Tagore portrays the soul's journey toward divine union.

14. (a) Analyze the economic and social dimensions of marriage in *Sense and Sensibility* showing how financial considerations influence romantic choices.

Or

(b) Discuss how Elinor and Marianne's contrasting personalities embody the novel's central theme of sense versus sensibility.

15. (a) Evaluate the significance of presenting women scientists' stories in graphic novel format in Dignifying Science.

Or

(b) Examine how Dignifying Science challenges traditional narratives about women's contributions to scientific discovery.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Provide a comprehensive analysis of Aristotle's conception of mimesis across different literary genres, evaluating its relevance to modern literary theory and criticism.

Or

(b) Critically examine Aristotle's argument for the superiority of tragedy over epic poetry.

17. (a) Trace David's evolution from vulnerable child to mature adult, analyzing how his encounters with various mentors and antagonists shape his moral character and worldview.

Or

(b) Examine Dickens's critique of Victorian social institutions through *David Copperfield*, focusing on education, class hierarchy, and the treatment of the vulnerable.

18. (a) Provide a detailed analysis of Tagore's mystical philosophy in 'Gitanjali', comparing his approach to traditional Indian mysticism and Western romantic poetry.

Or

(b) Analyze the symbolic and metaphorical language of 'Gitanjali', showing how Tagore uses natural imagery and devotional discourse to express spiritual experience.

19. (a) Examine Jane Austen's critique of Regency marriage customs and social conventions in *Sense and Sensibility*.

Or

(b) Provide a comprehensive character analysis of Elinor and Marianne Dashwood, showing how their personal growth reflects Austen's vision of balanced judgment and emotional maturity.

20. (a) Evaluate Dignifying Science as a work of public humanities, analyzing how the graphic novel format serves pedagogical and advocacy purposes in representing women's scientific achievements.

Or

(b) Conduct a detailed analysis of how Dignifying Science addresses gender bias in scientific history.

(8 pages) **Reg. No. :** .....

Code No. : 30132 **Sub. Code : EMEN 52**

B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2025.

Fifth Semester

English – Core

WOMEN'S WRITING IN ENGLISH AND IN TRANSLATION

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. The dominant emotion expressed in Toru Dutt's "Our Casuarina Tree" is _____

   (a) Joy and celebration

   (b) Melancholy and nostalgia

   (c) Anger and protest

   (d) Religious devotion

2. Which tradition is followed in Elizabeth Barrett Browning's sonnet form in 'How Do I Love Thee?'

   (a) Shakespearean

   (b) Petrarchan

   (c) Spenserian

   (d) Modern free verse

3. In Judith Wright's "Eve to Her Daughters," Adam is criticized primarily for his _____.

   (a) Disobedience to God

   (b) Weakness and inability to take responsibility

   (c) Violence toward women

   (d) Lack of intelligence

4. Sappho's "Hymn to Aphrodite" represents one of the earliest examples of _____.

   (a) Epic poetry

   (b) Personal lyric poetry

   (c) Dramatic monologue

   (d) Religious hymn

5. The central metaphor in Gwendolyn Brooks's "Boy Breaking Glass" suggests that destruction can be _____.

(a) Mindless violence

(b) A form of artistic expression

(c) Social rebellion

(d) Psychological disorder

6. Rupi Kaur's "The Healing (Milk & Honey)" primarily addresses the themes of _____.

(a) Political protest

(b) Trauma recovery and self-love

(c) Religious devotion

(d) Cultural identity

7. Virginia Woolf's argument in "*A Room of One's Own*" connects women's literary creativity to _____.

(a) Natural talent

(b) Economic independence and physical space

(c) Male mentorship

(d) Educational reform

8. Clarissa Pinkola Estés uses the "Wild Woman" archetype to represent _____.

(a) Primitive behavior

(b) Women's instinctual creative nature

(c) Environmental activism

(d) Political revolution

9. Kate Chopin's "*The Awakening*" was controversial in its time because it depicted _____.

(a) Women's suffrage

(b) Female sexual desire and independence

(c) Religious doubt

(d) Social class conflict

10. Aphra Behn's "Oroonoko" is significant as it is _____.

(a) The first gothic novel

(b) An early critique of slavery by a woman writer

(c) The first romantic novel

(d) A religious allegory

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Examine how Toru Dutt uses the casuarina tree as a symbol of permanence in the face of temporal loss.

Or

(b) Discuss the spiritual progression in Elizabeth Barrett Browning's "How Do I Love Thee"? showing how earthly love transcends into divine devotion.

12. (a) Analyze Judith Wright's feminist revision of the Eden narrative in "Eve to Her Daughters," focusing on Eve's critique of masculine rationality and scientific progress.

Or

(b) Examine Sappho's use of personal vulnerability as a source of poetic power in "Hymn to Aphrodite".

13. (a) Discuss how Gwendolyn Brooks transforms urban violence into artistic statement in "Boy Breaking Glass".

Or

(b) Analyze the healing journey depicted in Rupi Kaur's poetry, focusing on how trauma becomes transformed into empowerment and self-discovery.

14. (a) Examine Virginia Woolf's economic argument for women's creative freedom in "*A Room of One's Own*", analyzing her critique of women's historical exclusion from literary production.

Or

(b) Discuss Clarissa Pinkola Estés's integration of psychology and mythology in "*Women Who Run with the Wolves*".

15. (a) Analyze the theme of female awakening in Kate Chopin's novel "*The awakening*".

Or

(b) Examine Aphra Behn's complex treatment of colonialism and slavery in "Oroonoko," analyzing the tensions between her anti-slavery stance and colonial perspective.

PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Analyze the concept of "double colonization" as it applies to women writers in postcolonial contexts.

Or

(b) Examine the evolution of feminist consciousness across different historical periods.

17. (a) Provide a comprehensive analysis of trauma and healing as central themes in contemporary women's poetry, examining how writers like Rupi Kaur use literary expression as a tool for psychological recovery and empowerment.

Or

(b) Examine the representation of love, desire, and sexuality in women's writings across different cultural and historical contexts.

18. (a) Analyze the intersection of feminist themes with environmental consciousness and explore the themes of nurturing, protection and restoration.

Or

(b) Discuss the role of mythology, folklore, and archetypal narratives in contemporary feminist writing.

19. (a) Examine the development of feminist drama and theatrical expression.

Or

(b) Provide a comprehensive analysis of how women writers address themes of identity, belonging and cultural displacement.

20. (a) Analyze the economic and material dimensions of women's creative expression as explored in Aphra Behn's *Oroonoko*.

Or

(b) Examine the concept of intersectionality in contemporary feminist literature.

———————

(7 pages) **Reg. No. :** .....

Code No. : 30133 **Sub. Code : EMEN 53**

B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2025.

Fifth Semester

English – Core

INDIAN WRITING IN TRANSLATION

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Who translated *Thirukkural* into English
   (a) C. Rajagopalachari
   (b) G.U. Pope
   (c) A.K. Ramanujan
   (d) Van Buitenen

2. *Silappathikaram* was written by
   (a) Thiruvalluvar (b) Ilango Adigal
   (c) Kambar (d) Bharathidasan

3. "The Striders" is a poem written by _____
   (a) Sarojini Naidu (b) A.K. Ramanujan
   (c) Arun Kolatkar (d) Nissim Ezekiel

4. Which poem of Arun Kolatkar portrays the encounter with an old beggar woman near a temple?
   (a) The Railway Clerk
   (b) An Old Woman
   (c) The Soul's Prayer
   (d) Kuruntogai

5. *Theory of value* is taken from
   (a) The Hindu view of Life
   (b) Garland
   (c) Bharata Natya Shastra
   (d) Vanishing Landmarks

6. Who authored *The Hindu View of Life*?

(a) Sarvepalli Radhakrishnan
(b) Nirad C. Chaudri
(c) Manmohan Ghosh
(d) Max Müller

7. *Evam Indrajit* is a play written by

(a) Vijay Tendulkar (b) Badal Sircar
(c) Girish Karnad (d) Mohan Rakesh

8. Which historical figure is central to Karnad's *Tughlaq*?

(a) Akbar (b) Tughlaq
(c) Aurangzeb (d) Ashoka

9. "How the Raja's Son won the Princess Labam" is an

(a) Epic (b) Short Story
(c) Indian Fairy Tale (d) Fable

10. Which of the following is NOT a work of R.K. Narayan?

(a) Monday Morning
(b) M.C.C.
(c) Before the Examinations
(d) Swami and His Grandmother

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Discuss the theme of virtue in *Thirukkural*.

Or

(b) Analyse the significance of *Silappathikaram* as a socio-cultural text.

12. (a) Critically appreciate Nissim Ezekiel's *The Railway Clerk*.

Or

(b) Examine the treatment of old age in Arun Kolatkar's *An Old Woman*.

13. (a) Explain the concept of "Value" in the selections from *Garland*.

Or

(b) Discuss the philosophical concerns in Radhakrishnan's *The Hindu View of Life*.

14. (a) Comment on the absurdist elements in Badal Sircar's *Evam Indrajit.*

Or

(b) How does Girish Karnad portray the paradoxes of governance in *Tughlaq*?

15. (a) Evaluate the narrative style in Joseph Jacob's fairy tale 'How the Raja's Son won the Princess Labam"?

Or

(b) Discuss the theme of student life as portrayed in R.K. *Narayan's Before the Examinations.*

PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Analyse the portrayal of moral dilemmas in the excerpts from *Mahabharata.*

Or

(b) Evaluate the concept of wealth (*Porutpaal*) in *Thirukkural* with reference to the prescribed verses.

17. (a) Explore the spiritual quest in Sarojini Naidu's *The Soul's Prayer.*

Or

(b) Assess the role of nature imagery in A.K. Ramanujan's *The Striders* and the *Kuruntogai* selections.

18. (a) Examine the aesthetic principles in Chapter 6 of *Bharata Natya Shastra.*

Or

(b) Critically evaluate Nirad C. Chaudri's *Vanishing Landmarks* as a commentary on cultural change.

19. (a) Discuss *Evam Indrajit* as a modernist play reflecting existential concerns.

Or

(b) Analyse *Tughlaq* as an allegory of political disillusionment.

20. (a) Illustrate how R.K. Narayan captures the nuances of adolescence in *Swami* and *His Friends*.

Or

(b) Compare the folk imagination in Joseph Jacob's fairy tale with the realism of R.K. Narayan's short pieces.

———————

Reg. No. : .....

Code No. : 30141 **Sub. Code : EEEN 51**

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2025.

Fifth Semester

English

Elective – ENGLISH FOR COMPETITIVE EXAMINATIONS .

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The main purpose of a reading comprehension passage is to test the reader's ability to understand _____.

   (a) Grammar rules

   (b) Sentence structure

   (c) Meaning and interpretation

   (d) Punctuation

2. Skimming a passage helps a reader to _____.

(a) Read every word carefully

(b) Identify key ideas quickly

(c) Learn vocabulary

(d) Analyse grammar

3. "A stitch in time saves nine" means _____.

(a) Sewing clothes

(b) Timely action prevents bigger problems

(c) Waiting for help

(d) Ignoring small issues

4. The body of an essay _____.

(a) Explains main ideas with examples

(b) Gives random points

(c) Has only one line

(d) Ends abruptly

5. I am looking forward to _____ you.

(a) see (b) seeing

(c) seen (d) saw

6. She prefers tea _____ coffee.

(a) over (b) than

(c) to (d) instead

7. Bite the bullet" means _____.

(a) Face a difficult situation bravely

(b) Eat something

(c) Run away

(d) Hide

8. Arrange: "the / night / stars / shining / are / bright"

(a) The stars are shining bright at night

(b) The stars shining are bright at night

(c) Stars are shining bright the night

(d) The night stars are shining bright

9. She has _____ friends in her class.

(a) much (b) many

(c) little (d) few

10. Identify the imperative sentence:

(a) Please open the window.

(b) The sun rises in the east.

(c) Are you coming?

(d) I am happy

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Discuss the difference between *skimming* and *scanning* in reading comprehension.

Or

(b) Read the following passage and answer the questions below:

Positive thinking is not about ignoring life's problems but about approaching them with a positive mindset. It helps individuals see opportunities even in difficulties. People who think positively tend to be more resilient, handle stress better, and find creative solutions to challenges. Research shows that optimism can improve both mental and physical health. making life more productive and fulfilling.

Questions:

(i) Positive thinking helps people to _____ challenges.

(1) Avoid

(2) Ignore

(3) Overcome

(4) Fear

(ii) What does positive thinking mainly involve?

(iii) How does optimism affect health according to the passage?

(iv) Identify the tone of the passage.

(v) Write a short paragraph on how you can apply positive thinking in daily life.

12. (a) Expand the idea "Slow and steady wins the race".

Or

(b) Write a paragraph on The Value of Time.

13. (a) Find and correct the errors in the following sentences:

(i) She did not knew what to do.

(ii) Neither of them are coming.

(iii) He is good in English.

(iv) The furniture are new.

(v) Everyone have submitted the form.

Or

(b) Read the following passage, identify the errors and correct them.

Yesterday, me and my friend goes to the park. We seen many childrens playing. I throwed the ball to him, and he catched it quickly. After that, we have lunch near the lake.

14. (a) Choose the correct word to complete each sentence.

(i) I don't know _____ (whether/weather) we should go outside.

(ii) They're going to _____ (write/right) a letter.

(iii) Do you _____ (know/no) the answer?

(iv) The ship sailed across the _____ (sea/see).

(v) Please sit _____ (here/hear).

Or

(b) Choose the correct idiom or phrase to complete each sentence

(i) I was nervous before my speech, but my friends told me to _____ and perform well.

(1) break the ice

(2) bite the bullet

(3) burn the midnight oil

(4) hit the sack

(ii) Don't worry about the small mistake; it's _____.

(1) a blessing in disguise

(2) water under the bridge

(3) under the weather

(4) off the hook

(iii) He studied all night and finally passed the exam; truly, _____.

(1) every cloud has a silver lining

(2) no pain, no gain

(3) the last straw

(4) the tip of the iceberg

(iv) I can't attend the party tonight; I'm feeling _____.

(1) under the weather

(2) up in the air

(3) on thin ice

(4) in hot water

(v) We tried to convince her, but she wouldn't listen. We were _____

(1) barking up the wrong tree

(2) killing two birds with one stone

(3) adding fuel to the fire

(4) letting the cat out of the bag

15. (a) Fill in the blanks with appropriate determiners:

(i) I have _____ apple in my bag.

(ii) There aren't _____ students in the classroom today.

(iii) She gave me _____ advice about my career.

(iv) Can I have _____ water, please?

(v) _____ boy in the class passed the exam.

Or

(b) Identify the following sentences as: Declarative, Interrogative. Imperative, Exclamatory.

(i) Close the door, please.

(ii) What a beautiful garden!

(iii) Are you coming to the party?

(iv) I like chocolate ice cream.

(v) Don't touch that!

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Analyse how reading comprehension contributes to critical thinking and problem-solving.

Or

(b) Read the following passage and answer the questions below:

Education in the 21st century has undergone a remarkable transformation. The traditional classroom, once centered on the teacher and blackboard, is now giving way to dynamic learning environments that integrate technology, collaboration, and creativity. With the rise of digital tools. students are no longer confined to textbooks or limited by geographical boundaries. Online platforms and virtual classrooms allow learners to access global knowledge and interact with peers across the world.

However, the abundance of information available on the internet also presents new challenges. Students must develop critical thinking skills to distinguish reliable sources from misleading ones. Teachers, too, play a vital role as facilitators who guide students to think independently rather than simply memorize facts. The focus has shifted from rote learning to skill development. encouraging learners to apply concepts in real-life situations.

Another major shift in modern education is the growing emphasis on emotional intelligence and ethical values. Schools and

colleges are realizing that academic success alone does not guarantee a meaningful life. The ability to communicate effectively, work in teams, manage emotions, and make responsible decisions are equally important. Educational institutions are therefore incorporating activities like group projects, social service, and mindfulness sessions to nurture holistic growth.

Despite these advancements, the digital divide remains a serious concern. Not all students have equal access to technology or a supportive learning environment at home. Rural and underprivileged learners often face connectivity issues and lack digital literacy. To ensure inclusive education, governments and institutions must invest in infrastructure, teacher training, and affordable digital resources.

Ultimately, education is evolving from a system of instruction to a journey of exploration. It is no longer about *what* students learn, but *how* they learn. The true goal of modern education is to create lifelong learners who are curious, empathetic, and capable of adapting to an ever-changing world.

(i) How has the concept of the traditional classroom changed in the 21st century?

(ii) What are the advantages offered by online platforms and virtual classrooms?

(iii) According to the passage, what challenges arise from the abundance of information on the internet?

(iv) How has the role of teachers evolved in the modern education system?

(v) Why are emotional intelligence and ethical values emphasized in today's education?

(vi) Mention two ways institutions promote holistic development among students.

(vii) What problems do underprivileged students face in accessing digital education?

(viii) What is the ultimate goal of modern education, as stated in the passage?

17. (a) Match the proverbs in Column A with their correct meanings in Column B.

Sl. No	Column A – Proverbs	Column B – Meanings
1	A stitch in time saves nine	Great things take time and effort to achieve.
2	Actions speak louder than words	Appearances can be misleading.
3	Don't count your chickens before they hatch	Acting early prevents bigger problems later.
4	Honesty is the best policy	Words are less powerful than deeds.
5	Rome wasn't built in a day	Hard work & determination can overcome difficulties.
6	The pen is mightier than the sword	Be truthful and sincere in all situations.
7	Where there's a will, there's a way	Don't assume success before it actually happens.
8	You can't judge a book by its cover	Writing & ideas can influence people more than force.

Or

(b) Describe this picture :



18. (a) Spot the Errors:

(i) The children decided to surprise Miss Holmes on teacher's day.

(ii) I saw Richard when I'm on the flight.

(iii) Man have depended on nature for a long time.

(iv) Ramu is a honest man.

(v) Bread and butter are Sheldon's favourite breakfast.

(vi) Birds of feathers flock together.

(vii) The teacher called me on 12 o'clock.

(viii) The sweets was distributed between all the children.

Or

(b) Spot the Errors:

Last summer, me and my family have decided to go on a trip to the mountains. We reaches the hill station early in the morning and was surprised to see the beauty of the nature. The sun were shining brightly, and the birds sings melodiously. We took many photographs and enjoys the fresh air. During our stay. we goes for long walks and explored many place nearby. Every evening, we eats dinner near the lake and watch the sunset. It was one of the best holidays I has ever spent.

19. (a) Explain the following

(i) A blessing in disguise

(ii) A dime a dozen

(iii) Beat around the bush

(iv) Better late than never

(v) Bite the bullet

(vi) Break the ice

(vii) Call it a day

(viii) Cut corners

Or

(b) Rewrite the jumbled sentences to form a meaningful sentences :

(i) quickly / the / solved / problem / clever / student / the

(ii) city / in / largest / is / Mumbai / India / the

(iii) celebration / the / festival / grand / a / was / Diwali

(iv) finished / homework / his / before / he / dinner

(v) library / silent / the / very / is / always

(vi) flowers / garden / colourful / the / are / the / in / blooming

(vii) learned *I* lesson / hard / the / student / from / mistake / his

(viii) plane / high *I* flew / the / above / clouds / the

20. (a) Identify the sentences as : Declarative, Interrogative, Imperative, Exclamatory.

(i) I enjoy reading stories.

(ii) Can you lend me your pen?

(iii) Look at that rainbow!

(iv) Close the window, please.

(v) Did you see the movie yesterday?

(vi) The dog is barking loudly.

(vii) Don't touch the stove.

(viii) What an amazing discovery!

Or

(b) Correct the punctuation in the following paragraph:

mira loves reading books her favourite subjects are history and science she usually reads in the evening after finishing her homework last week she read a book about dinosaurs it was very interesting she told her friends about it they were amazed by the facts she also enjoys writing stories and sometimes she writes poems for the school magazine

(6 pages) **Reg. No. :** .....

Code No. : 30144 **Sub. Code : EEEN 54**

B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2025.

Fifth Semester

English

Elective — MASS COMMUNICATION AND JOURNALISM

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The earliest printed newspaper in India was:
   (a) The Hindu
   (b) The Times of India
   (c) The Bengal Gazette
   (d) Amrita Bazar Patrika

2. Which medium is best for instant two-way interaction with audiences?
   (a) Radio
   (b) Television
   (c) Social media live stream
   (d) Weekly magazine

3. UNI stands for
   (a) United News of India
   (b) Universal Network of Information
   (c) United Newspapers International
   (d) Union of News Industry

4. The "by-line" in a news story indicates:
   (a) Name of the photographer
   (b) Name of the reporter/author
   (c) Location of the story
   (d) Date of publication

5. "Op-Ed" means:
   (a) Opinion Editorial
   (b) Open Education
   (c) Operating Edition
   (d) Official Editor

6. Which of these is a trade publication?

(a) Vogue

(b) Indian Journal of Marketing

(c) Reader's Digest

(d) Frontline

7. The term "infographic" refers to:

(a) A photo essay

(b) A graph or visual conveying complex data

(c) An advertising slogan

(d) A news anchor's script

8. Which one is not a function of advertising?

(a) Persuading customers

(b) Informing public

(c) Entertaining viewers

(d) Copy-editing articles

9. In copy-editing, "proofreading marks" are used to

(a) Make designs attractive

(b) Indicate corrections and changes

(c) Add captions

(d) Assign advertisements

10. The first step in planning a publicity campaign is to

(a) Launch press releases

(b) Identify objectives and target audience

(c) Book and space

(d) Print leaflets

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) List three key differences between print and web journalism with examples.

Or

(b) Outline the uses of a community radio.

12. (a) State the qualities of a good news headline with an example.

Or

(b) Mention three checks a news agency must perform to ensure credibility.

13. (a) Explain feature writing and its advantages.

Or

(b) Draft ideas for a column on Women's health.

14. (a) Identify any three ethical issues in modern advertising.

Or

(b) Pick a recent advertisement and explain how its visuals reinforce the message.

15. (a) Explain the importance of research for a successful career in journalism.

Or

(b) Outline five quick steps to plan a low-budget publicity campaign.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) Discuss how mass communication shapes public opinion in India today.

Or

(b) Evaluate the challenges of maintaining objectivity in newsrooms.

17. (a) Examine the role of UNI and PTI in disseminating news across India.

Or

(b) Write a mock 150-word feature introduction on a local social issue of your choice.

18. (a) Analyze the effectiveness of digital advertising compared to traditional print.

Or

(b) Create an illustrated campaign on anti-plastic awareness.

19. (a) Assess the growth and relevance of house journals in Indian organizations.

Or

(b) Outline the significance and functions of periodicals in mass communication.

20. (a) Describe the key skills necessary to build a successful career in journalism.

Or

(b) Evaluate the role of editing and proofreading in ensuring the credibility of news writing.

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