

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022****(CBCSS—UG)****Functional English****FEN 6 B 16—WOMEN STUDIES****Time : Two Hours and a Half****Maximum : 80 Marks****Section A***Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What are the themes explored in 'An Introduction' ?
2. How does Amy Lowell narrate the experience of drinking stars ?
3. What, according to Sappho, is the most beautiful sight on earth ?
4. 'Do you remember how we used to panic' ? Why do women panic ?
5. What is the main idea in 'She Rose to His requirements' ?
6. Who is the protagonist in 'Preciousness' ?
7. What does sharecropper's cabin signify in 'Flowers' ?
8. Comment on the opening scene of the play *Top Girls*.
9. Expand LGBTQ.
10. How does gender become a social construct ?
11. Define lesbian feminism.
12. Why does the girl in 'Preciousness' want to become a nun ?
13. What is the conclusion in 'To Other Women Who Were Ugly Once' ?
14. Anactoria is Sappho's Helen-Do you agree with the statement ?
15. What is the tone of the poem 'Vintage' ?

**(10 × 3 = 30 marks)****Turn over**

**Section B**

*Answer atleast five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Comment on the drink Amy Lowell would like to mix for herself.
17. How does Sappho describe Helen ?
18. Consider 'An Introduction' as a confessional poem.
19. What is the significance of the title 'To Other Women Who Were Ugly Once' ?
20. Write a note on the class differences in 'Preciousness'.
21. Consider 'Flowers' as a journey from innocence to experience.
22. Mention the participants in the dinner scene in *Top Girls*.
23. What is Black Feminism ?

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Evaluate 'An Introduction' as a declaration of feminine freedom.
25. 'She Rose to His Requirements' reflects social reality anywhere anytime -Comment.
26. Examine the psychological undertones in 'Preciousness'.
27. Critically evaluate the play *Top Girls*.

(2 × 10 = 20 marks)

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

**(CBCSS—UG)**

**Functional English**

**FEN 6B 15—LANGUAGE FOR ADVERTISING : THEORY AND PRACTICE**

**Time : Two Hours and a Half**

**Maximum : 80 Marks**

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. State the elements of an advertising copy.
2. Differentiate headline and body copy.
3. Differentiate tagline and slogan.
4. Explain themes and their importance in an advertisement.
5. Explain the various criteria to be followed in media selection.
6. Analyse the Ad agency structure and its characteristics.
7. Brief the role of advertising in brand building.
8. Characteristics of an attention button.
9. Define Advertisements and its types.
10. Brief about Non-Mass Media Ads.
11. Enumerate the tagline with example.
12. Define the term copywriting.
13. Give a note on advertisement storyboard.
14. Explain AAAA in advertising.
15. Discuss the role of visual effects in advertising.

**(10 × 3 = 30 marks)**

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Explain advertisements and their influence on consumer behaviour.
17. Factors to be considered in a commercial advertisement.
18. Give a note on the technological enhancement in the advertisement.
19. Exhibit the role of creativity in advertising.
20. Mention two communication theories and their relationship with consumer behaviour.
21. Write in detail on corporate advertising.
22. List the qualities required for a good copywriter.
23. Bring a note on the basic principles of designing and its future trends.

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. Explain the role of advertisements in the business world and their relation with the economy.
25. Discuss the relevance of aesthetics and ethics in advertisements.
26. Elucidate the role of social media influencers in online advertisements and their impact on a brand.
27. Enumerate the role of the advertisements in bringing up solidarity considering the present scenario.

(2 × 10 = 20 marks)

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS—UG)

Functional English

FEN 6B 14—FILM STUDIES

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Silent films.
2. Chaplin's films.
3. Melodrama.
4. Long shot.
5. Kurasawa's *Seven Samurai*.
6. Cinematography.
7. Jump Cut.
8. Pan shot.
9. Which is the first Malayalam film ?
10. Importance of Background score.
11. Director of the film *Yavanika*.
12. Avante Garde Film.
13. Motif in a film.
14. Production houses.
15. Bird's Eye view.

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Road Movies.
17. Why is subtitling important for films.?
18. OTT platforms.
19. What are your views on Censorship of films ?
20. Montage.
21. *The Shawshank Redemption* as an all time classic.
22. Neorealism in *Bicycle Thieves*.
23. Satyajith Ray's views on Indian Cinema as explicated in *What is Wrong in Indian Cinema*.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. What are the different genres of films ?
25. Basic terminology of films.
26. Comment on some of the major movements in World Cinema.
27. Evolution of Experimental Films in the 20<sup>th</sup> Century.

(2 × 10 = 20 marks)

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**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

**(CBCSS—UG)**

**Functional English**

**FEN 6B 13—CREATIVE WRITING**

**Time : Two Hours and a Half**

**Maximum : 80 Marks**

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. Ballads.
2. Alliteration.
3. Poetic justice.
4. Oxymoron.
5. Sonnets.
6. Heroic couplet.
7. Picaresque novels.
8. Epistolary novel.
9. Dramatic Monologue.
10. Climax of a play.
11. Elegy.
12. Free verse.
13. Mosaic plagiarism.
14. Metafiction.
15. Poetic Diction.

**(10 × 3 = 30 marks)**

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Explain the last lines of Tennyson's poem, 'Ulysses'.
17. Eugene O'Neill's dramatic craft.
18. Themes in Chekov's short story, 'The Looking Glass'.
19. What are the stages of publishing a manuscript ?
20. Intellectual Property Rights.
21. What are Travelogues ? List out the features of any one travelogue you have read.
22. Defamiliarization.
23. How is a pastoral elegy different from an elegy ? Give examples for both .

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. What are the major poetic forms ? Analyze with examples.
25. What is Plagiarism ? Explain the different types of plagiarism.
26. Describe the features of a one act play. Analyze any *one* act play you have read on these lines.
27. What are the different genres of literature ? Explain the salient features of any *two* genres.

(2 × 10 = 20 marks)



**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS—UG)

Functional English

FEN 6B 12—ELECTRONIC MEDIA

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. What is a radio drama ?
2. Define PR.
3. Explain the term advertisement.
4. What is media convergence ? Explain with examples.
5. What is a news bulletin ?
6. Give a note on blogs.
7. Is Online Journalism and Blogging same ?
8. State few predominant tv program formats.
9. Give a note on radio Phone-in programs.
10. What are the disadvantages of online journalism ?
11. List the benefits of electronic media.
12. What is IPTV ?
13. Who is a radio jockey ?
14. Explain AIR.
15. What are radio commercials ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Discuss the Pros and Cons of E-Journals.
17. State the differences in advertisements scripts written for television and radio.
18. Is Public Relations and Advertisements the same ? Discuss with examples.
19. State the differences in writing for the web and writing for broadcast.
20. Discuss the characteristics of broadcast writing.
21. Derive the difference between radio drama and radio documentary.
22. Explain the difference in the language style of both television and radio.
23. What are the basics of a television programme production ?

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. The characteristics of the radio jockey play a major role in effective content delivery and reach. Argue.
25. Enumerate the history of AIR.
26. Discuss the impacts created by new media and traditional media on covering the same event.
27. Explain the role of advertisement and its desirable characteristics.

(2 × 10 = 20 marks)

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS—UG)

Functional English

FEN 6B 11—ENGLISH LANGUAGE TEACHING

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer atleast ten questions.  
Each question carries 3 marks.  
All questions can be attended.  
Overall Ceiling 30.*

1. Explain TOEFL.
2. What is TESOL ?
3. Differentiate between ESL and EFL.
4. What is productive skill ?
5. What is a diagnostic test ?
6. What is cloze items ?
7. Define cognitivism.
8. Expand IELTS.
9. Define GIE.
10. What is lexical approach ?
11. Define CLT.
12. Explain PPP.
13. What is ESP ?
14. What is micro-teaching ?
15. Define CALL.

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer atleast five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Describe different types of tests.
17. What is the importance of Grammar Translation Method ?
18. Describe the role of teaching vocabulary ?
19. Write a short note on teaching and testing.
20. Role of GIE.
21. Explain the relevance of Bilingual Method.
22. Mention the advantages of peer teaching
23. What is post-method concept ?

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Compare and contrast behaviourism and constructivism.
25. Discuss the various aspects of lesson planning.
26. Discuss the emergence of English as an international language.
27. Explain the characteristics of a good test.

(2 × 10 = 20 marks)

**SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, MARCH 2022**

## Functional English

## FEN 6B 15(B)—EFFECTIVE COMMUNICATION IN PUBLIC RELATIONS

(2014—2018 Admissions)

Time : Three Hours

Maximum Marks : 80

## I. Answer the following bunches of questions :

- 1 (a) 'Public relations' has become both invasive and \_\_\_\_\_.  
(Divisive, Pervasive, Decisive).
- (b) The evolution of public relations in India can be divided into \_\_\_\_\_ broad models.  
(Three, Four, Five).
- (c) *How to be a Good P.R.O.* is a work by \_\_\_\_\_.  
(Narasmaha Reddy, Narasmaha Rao, Narasimha Naik).
- (d) *A Handbook of Public Relations* is a work by \_\_\_\_\_.  
(D.S. Mehta, Sam Black, Allen Canter).
- 2 (a) \_\_\_\_\_ was Hitler's propaganda minister.  
(Joseph Andrews, Joseph Goebbels, Thomas Mann).
- (b) The origin of 'lobby' is from the \_\_\_\_\_ word 'Lobia'.  
(Greek, Latin, French).
- (c) \_\_\_\_\_ is referred to as 'Marketing Guru'.  
(Philip Kotler, Philip Sdney, Philip Larkin).
- (d) Propaganda is one of the earliest forms of \_\_\_\_\_.  
(Correspondence, Communication, Interaction).
- 3 (a) \_\_\_\_\_ is one of the four A's to do with the success of a PR Manager.  
(Analyst, Anarchist, Advisor).
- (b) \_\_\_\_\_ is the father of modern public relations.  
(Edward L Bernays, Rex Harlow, Elmer Davis).
- (c) In RPCE model, 'R' stands for \_\_\_\_\_.  
(Research, Relationship, Reasoning).
- (d) Public \_\_\_\_\_ is the prime concern of public relations.  
(Interest, Fund, Function).

(12 × 1 = 12 marks)

Turn over

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

- |                                |                                       |
|--------------------------------|---------------------------------------|
| 4 Public Information.          | 5 IRB Minsitry.                       |
| 6 PRSA.                        | 7 Public relations manual.            |
| 8 Public affairs.              | 9 Key components of public relations. |
| 10 Function of propaganda.     | 11 Lobbying.                          |
| 12 Public Information Officer. | 13 Sage Narada.                       |
| 14 Audience analysis.          | 15 Lobbying Discourse Act.            |

(9 × 2 = 18 marks)

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

- |                                     |                                    |
|-------------------------------------|------------------------------------|
| 16 Publicity.                       | 17 PR in India.                    |
| 18 PR in public and private sector. | 19 Brochure.                       |
| 20 News letter.                     | 21 Market Surveys.                 |
| 22 Web page.                        | 23 Advertisement.                  |
| 24 PR personnel.                    | 25 Qualification for PR personnel. |

(6 × 5 = 30 marks)

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

- 26 Effective communication in Public Relations.
- 27 Public Relations process.
- 28 The nature and scope of Public Relations.
- 29 Current trends in Public Relations.

(2 × 10 = 20 marks)

**SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, MARCH 2022**

Functional English

FEN 6B 15(A)—LANGUAGE FOR ADVERTISING—THEORY AND PRACTICE

(2014—2018 Admissions)

Time : Three Hours

Maximum Marks : 80

I. Answer the following bunches of questions :

- 1 (a) \_\_\_\_\_ are found in highways.  
(Billboards, Hoardings, Fliers).
- (b) Mass \_\_\_\_\_ play a significant role in shaping public perceptions on issues.  
(Media, Movement, Action).
- (c) Albert \_\_\_\_\_ is considered to be the father of modern advertising.  
(Lasker, David, John).
- (d) \_\_\_\_\_ is a well known sponge manufacturer.  
(Spontex, Cintex, Kontex).
- 2 (a) \_\_\_\_\_ space gives ad designs a breathing space.  
(My, White, Your).
- (b) An advertisement is basically a \_\_\_\_\_ designed by the manufacturer.  
(Messge, Idea, Point).
- (c) 'ROI' stands for Return Of \_\_\_\_\_.  
(Income, Interest, Investment).
- (d) \_\_\_\_\_ creates a bond between elements.  
(Intimacy, Proximity, Relationships).
- 3 (a) A \_\_\_\_\_ is a single page leaflet advertising.  
(Flier, Billboard, Hoarding).
- (b) \_\_\_\_\_ is a form of commercial.  
(Notice, Pamphlet, Memorandum).
- (c) PSA stands for \_\_\_\_\_ Service Advertisement.  
(Public, Private, Paid).
- (d) *Cutting Edge Copywriting* is a work by \_\_\_\_\_.  
(Vilanilam, Aitchinson, Twitchell).

(12 × 1 = 12 marks)

Turn over

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

- 4 *Advertising Basics ; A Resource Guide for Beginners.*
- 5 PSA.
- 6 QR.
- 7 Green Marketing.
- 8 Infomercial.
- 9 Major media.
- 10 Billboard advertising.
- 11 Online advertisements.
- 12 FEMA.
- 13 Logos.
- 14 Old advertising trends.
- 15 Creative advertisements.

(9 × 2 = 18 marks)

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

- |                              |                                      |
|------------------------------|--------------------------------------|
| 16 Function of an ad agency. | 17 Client satisfaction.              |
| 18 Typography.               | 19 Positive impact of advertisement. |
| 20 Account Services.         | 21 Men in advertisement.             |
| 22 Media selection criteria. | 23 Animation.                        |
| 24 Global advertising.       | 25 Definitions of 'advertising'.     |

(6 × 5 = 30 marks)

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

- 26 Types of advertisement.
- 27 The scope of advertising.
- 28 Advertising as a process.
- 29 Origin and development of advertising.

(2 × 10 = 20 marks)



**SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, MARCH 2022**

Functional English

FEN 6B 12—FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- 1 (a) ISBS stands for Indian State Broadcasting ———.  
(Series, Service, Society).
- (b) Prasar Bharati was established in ———.  
(1997, 1998, 1999).
- (c) NFDC stands for National Film Development ———.  
(Centre, Corporation, Collaboration).
- (d) ELS stands for Exreme Long ———.  
(Shot, Series, Status).
- 2 (a) EMRC stands for Educational Media Research ———.  
(Centre, Corporation, Complex).
- (b) Broadcast writing emphasizes ———.  
(Efficiency, Brevity, Conciseness).
- (c) FM means Frequency ———.  
(Mode, Modulation, Medium).
- (d) ——— is the oldest form of electronic media.  
(Television, Radio, Internet).
- 3 (a) Marconi is associated with ———.  
(Wireless telegraphy, TV, Radium).
- (b) RJ stands for Radio ———.  
(Joker, Jockey, Joke).
- (c) Mass Communication is ———.  
(Personal, Intimate, Impersonal).
- (d) The films are certified as U for ——— exhibition.  
(Universal, Unrestricted, Untidy).

(12 × 1 = 12 marks)

Turn over

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

- |                                   |                      |
|-----------------------------------|----------------------|
| 4 Radio News Interview.           | 5 Code of Ethics.    |
| 6 Script.                         | 7 Media imperialism. |
| 8 Anchor.                         | 9 Web radio.         |
| 10 TV serial.                     | 11 Reality shows.    |
| 12 ECU.                           | 13 Prasar Bharati.   |
| 14 Women in the media profession. | 15 Soap operas.      |

(9 × 2 = 18 marks)

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

- 16 Characteristics of broadcast writing.
- 17 Yellow journalism.
- 18 Blogging.
- 19 Twitter.
- 20 Facebook.
- 21 Radio scripting.
- 22 WhatsApp.
- 23 Radio drama.
- 24 TV interview.
- 25 Media convergence.

(6 × 5 = 30 marks)

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

- 26 Electronic media.
- 27 New trends in radio programmes.
- 28 Television as a mass medium.
- 29 Media and functional English.

(2 × 10 = 20 marks)

**SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, MARCH 2022**

Functional English-

FEN 6B 11—ENGLISH LANGUAGE TEACHING

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- 1 (a) 'ICT' stands for Information and Communication \_\_\_\_\_.  
(Technique, Technology, Teaching).
- (b) \_\_\_\_\_ is something that is spoken.  
(Discourse, Utterance, Dialogue).
- (c) The capacity of a learner to produce grammatically correct sentences is \_\_\_\_\_.  
(Fluency, Accuracy, Grammaticality).
- (d) Palmer developed \_\_\_\_\_.  
(Substitution, Comprehension, Multiple choice).
- 2 (a) \_\_\_\_\_ is not a teaching aid.  
(Flier, OHP, Blackboard).
- (b) The bilingual method was proposed by \_\_\_\_\_.  
(David Crystal, Henry Ford, C.J. Dodson).
- (c) 'May' is a \_\_\_\_\_ auxiliary.  
(Primary, Modal, Secondary).
- (d) The first sound in 'King' is \_\_\_\_\_.  
(Alveolar, Velar, Dental).
- 3 (a) A person who uses two languages well is a \_\_\_\_\_.  
(Bilingual, Polyglot, Linguist).
- (b) \_\_\_\_\_ deals with meaning.  
(Phonology, Semantics, Syntax).
- (c) In 'LSRW', 'R' stands for \_\_\_\_\_.  
(Reading, Real, Red).
- (d) 'Listening' is a \_\_\_\_\_ skill.  
(Language, Soft, Hard).

(12 × 1 = 12 marks)

Turn over

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

- |                |                        |
|----------------|------------------------|
| 4 Noun phrase. | 5 Primary auxiliaries. |
| 6 Phonetics.   | 7 Redundancy.          |
| 8 Corpus.      | 9 Daniel Jones.        |
| 10 Chomsky.    | 11 Suggestopaedia.     |
| 12 Poster.     | 13 ESL.                |
| 14 OHP.        | 15 Visual aids.        |

(9 × 2 = 18 marks)

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

- |                              |                              |
|------------------------------|------------------------------|
| 16 The bilingual method.     | 17 Teaching prose.           |
| 18 The audio-lingual method. | 19 The language skills.      |
| 20 Learner central teaching. | 21 Teacher as a facilitator. |
| 22 Task based learning.      | 23 Teaching vocabulary.      |
| 24 Cognitivism.              | 25 Language acquisition.     |

(6 × 5 = 30 marks)

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

- 26 Global English today.
- 27 Approaches to teaching English.
- 28 Teaching prose.
- 29 Communicative approach to teaching English.

(2 × 10 = 20 marks)

**SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, MARCH 2022**

Functional English

FEN 6B 14—INTRODUCTION TO FILM STUDIES

(2014—2018 Admissions)

Time : Three Hours

Maximum Marks : 80

I. Answer the following bunches of questions :

- 1 (a) \_\_\_\_\_ is a main division within the plot of a film.  
(Act, Part, Scene).
- (b) *Charulatha* is an \_\_\_\_\_ classic.  
(Indian, Irish, Iranian).
- (c) *Bicycle Thieves* is an \_\_\_\_\_ Neo-Realism.  
(Indian, Italian, Egyptian).
- (d) \_\_\_\_\_ is acting without words.  
(Mime, Aside, Chorus).
- 2 (a) The lead character is \_\_\_\_\_.  
(Antagonist, Protagonist, Villain).
- (b) *What is Cinema ?* is a work by \_\_\_\_\_.  
(J.D. Andrew, Richard Tylor, Andre Bazin).
- (c) A shot taken from a short distance is \_\_\_\_\_.  
(Close up, Long shot, Middle shot).
- (d) *Rashomon* is a \_\_\_\_\_ cinema.  
(Japanese, French, Spanish).
- 3 (a) *Introduction to Major Film Theories* is written by \_\_\_\_\_.  
(J.D. Andrews, Satyajit Ray, Andre Bazin).
- (b) \_\_\_\_\_ refers to the sound portion of a film.  
(Video, Audio, Shots).
- (c) A.R. Rahman is a famous \_\_\_\_\_.  
(Music director, Cinematographer, Editor).
- (d) Sukumaran is a \_\_\_\_\_ actor.  
(Marathi, Assamese, Malayalam).

(12 × 1 = 12 marks)

Turn over

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

- |                            |                               |
|----------------------------|-------------------------------|
| 4 Feature film.            | 5 Footage.                    |
| 6 Sound track.             | 7 Satire.                     |
| 8 Satyajit Ray.            | 9 Dialogue.                   |
| 10 Frame.                  | 11 Camera.                    |
| 12 Director.               | 13 <i>Eisenstein reader</i> . |
| 14 <i>The God Father</i> . | 15 <i>Chemmeen</i> .          |

(9 × 2 = 18 marks)

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

- |                     |                    |
|---------------------|--------------------|
| 16 Film production. | 17 Censorship.     |
| 18 Film direction.  | 19 Cinematography. |
| 20 Animation films. | 21 Satyajit Ray.   |
| 22 Documentary.     | 23 Neo-Realism.    |
| 24 Road movies.     | 25 Film reviews.   |

(6 × 5 = 30 marks)

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

- 26 'New Generation' movies.
- 27 Film theories.
- 28 Write a review of *The God Father*.
- 29 The making of a film.

(2 × 10 = 20 marks)

**SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, MARCH 2022**

Functional English

FEN 6B 13—TRANSLATION STUDIES

(2014—2018 Admissions)

Time : Three Hours

Maximum Marks : 80

I. Answer the following bunches of questions :

- 1 (a) *Approaches to Translation* is a work by \_\_\_\_\_.  
(Eugene Nida, Peter M Newmark, J.C. Catford).
- (b) According to Jacobson there are \_\_\_\_\_ types of translation.  
(Three, Four, Five).
- (c) Interlingual translation is otherwise referred to as \_\_\_\_\_.  
(Rewording, Rephrasing, Translation proper).
- (d) \_\_\_\_\_ distinguishes two types of equivalence, formal and dynamic.  
(Catford, Nida, Jaccbson).
- 2 (a) Neubert distinguishes between the study of translation as a 'process' and as a '\_\_\_\_\_'.  
(Product, Precinct, Activity).
- (b) George Chapman was a translator of \_\_\_\_\_.  
(Homer, Virgil, Ovid).
- (c) *The Defence of Poesy* is written by \_\_\_\_\_.  
(Shelley, Keats, Arnold).
- (d) 'The Seafarer' is an \_\_\_\_\_ poem.  
(English, Anglo-Saxon, Irish).
- 3 (a) Catford talks about linguistic and \_\_\_\_\_ untranslatability.  
(Stylistic, Cultural, Semantic).
- (b) The basic type metaphor is formulated by \_\_\_\_\_.  
(Pope, Dryden, Keats).
- (c) \_\_\_\_\_ is a Neoclassical poet and theorist.  
(Arnold, Coleridge, Dryden).
- (d) *Life of Pope* is written by \_\_\_\_\_.  
(Dr. Johnson, Eliot, Shelley).

(12 × 1 = 12 marks)

Turn over

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

- |                          |   |
|--------------------------|---|
| 4 Wyatt and Surrey.      | 5 Fitzgerald.                                 |
| 6 Signified.             | 7 Intralingual translation.                   |
| 8 J.C. Catford.          | 9 <i>On Linguistic Aspect of Translation.</i> |
| 10 Edward Sapir.         | 11 Semiotics.                                 |
| 12 Bacon.                | 13 <i>Iliad.</i>                              |
| 14 Phonemic translation. | 15 Metrical translation.                      |

(9 × 2 = 18 marks)

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

- |                          |                                  |
|--------------------------|----------------------------------|
| 16 Full translation.     | 17 Literal translation.          |
| 18 Transliteration.      | 19 Translating cultures.         |
| 20 Poetic diction.       | 21 Translating imagery.          |
| 22 Translating drama.    | 23 Loss and gain in translation. |
| 24 Translating speeches. | 25 Machine translation.          |

(6 × 5 = 30 marks)

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

- 26 The major issues in translation.
- 27 Different types of translation.
- 28 Translating poetry.
- 29 Major translation theories.

(2 × 10 = 20 marks)



**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION  
MARCH 2021**

Functional English

FEN 6B 12—FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer all questions.  
Each question carries 1 mark.*

- a) 1 ISBS stands for Indian ..... Broadcasting Service.  
(State, Signal, Strategy)
- 2 FM stands for Frequency .....  
(Medium, Modulation, Matrix)
- 3 The ..... Committee called for the establishment of Akash Bharati.  
(John, Verghese, Peter)
- 4 Star TV was launched in .....  
(1989, 1990, 1991)
- b) 5 MS stands for ..... Shot.  
(Medium, Minimum, Maximum)
- 6 ..... is the author of *Broadcast News Writing, Reporting and Production*.  
(Ted White, John Samuel, Frederick White)
- 7 E-Magazine stands for ..... Magazine.  
(Electric, Electronic, Elegant)
- 8 Television was invented by ..... Logie Baird.  
(Peter, John, Richard)
- c) 9 ..... companies flourish because of internet.  
(Offline, Online, Retail)
- 10 Broadcast writing emphasises .....  
(Efficiency, Effectiveness, Normalcy)

**Turn over**

11 \_\_\_\_\_ space is a social networking site.

(Your, My, Our)

12 J.V. Vilanilam is associated with \_\_\_\_\_.

(Media, Poetry, Psychology)

(12 × 1 = 12 marks)

### Section B

*Answer at least six questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 18.*

13 EMRC.

14 ELS.

15 DTH.

16 Documentaries.

17 Radio Jockeys.

18 Soap Operas.

19 BBC.

20 WWW.

21 Marconi.

22 TV serials.

23 Face Book.

24 U Tube.

(6 × 3 = 18 marks)

### Section C

*Answer at least four questions.*

*Each question carries 7 marks.*

*All questions can be attended.*

*Overall Ceiling 28.*

25 Radio drama.

26 News reading.

27 TV interviews.

28 Blogs.

29 WhatsApp.

30 Telefilms.

31 Editing.

- 32 FM radio.
- 33 Television channels.
- 34 Television as mass medium.

(4 × 7 = 28 marks)

### Section D

*Answer any two questions.  
Each question carries 11 marks.*

- 35 The popularity of radio as a mass medium.
- 36 New trends in television programmes.
- 37 Social media.
- 38 Functional English in New Media.

(2 × 11 = 22 marks)

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**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION  
MARCH 2021**

Functional English

FEN 6B 11—ENGLISH LANGUAGE TEACHING

Time : Three Hours

Maximum : 80 Marks

**Section A***Answer all questions.**Each question carries 1 mark.*

- (a) 1 \_\_\_\_\_ is the ability to read and write a language.  
(Literacy, Literate, Literature)
- 2 Daniel Jones is a \_\_\_\_\_.  
(Philosopher, Phonetician, Psychologist)
- 3 ICT stands for Information and \_\_\_\_\_ Technology.  
(Communication, Correlation, Co-ordination)
- 4 The audio-lingual method was developed in \_\_\_\_\_.  
(America, Russia, England)
- (b) 5 ESL is English as a \_\_\_\_\_ Language.  
(Special, Second, Secondary)
- 6 \_\_\_\_\_ deals with the organization of words in a sentence.  
(Syntax, Semantics, Phonology)
- 7 A person who knows two languages is a \_\_\_\_\_.  
(Linguist, Polyglot, Bilingual)
- 8 \_\_\_\_\_ is a collection of spoken or written material.  
(Corpus, Chunk, Cue)
- (c) 9 \_\_\_\_\_ is something that is spoken.  
(Utterance, Discourse, Stimulus)

**Turn over**

- 10 Chomsky is a \_\_\_\_\_.  
(Linguist, Psychiatrist, Philosopher)
- 11 \_\_\_\_\_ is the minimal distinctive unit of a sound.  
(Phoneme, Allophone, Morpheme)
- 12 'Can' is a/an \_\_\_\_\_.  
(Auxiliary, Particle, Adverb)

(12 × 1 = 12 marks)

### Section B

*Answer at least six questions.  
Each question carries 3 marks.  
All questions can be attended.  
Overall Ceiling 18.*

- 13 Applied Linguistics.
- 14 Collocation.
- 15 Descriptive Grammar.
- 16 Elicitation.
- 17 Intensive reading.
- 18 Motivation.
- 19 Rapport.
- 20 Speech Community.
- 21 Redundancy.
- 22 E-learning.
- 23 LSRW.
- 24 Nasals.

(6 × 3 = 18 marks)

**Section C**

*Answer at least **four** questions.*

*Each question carries 7 marks.*

*All questions can be attended.*

*Overall Ceiling 28.*

- 25 Behaviourism.
- 26 Speech Act.
- 27 Direct Method.
- 28 Learner-Centered approach.
- 29 Language Skills.
- 30 Teaching aids.
- 31 Lesson Plan.
- 32 Teaching of grammar.
- 33 Teaching of Vocabulary.
- 34 Global English Today.

(4 × 7 = 28 marks)

**Section D**

*Answer any **two** questions.*

*Each question carries 11 marks.*

- 35 Different approaches to teaching of English.
- 36 English as a Second Language.
- 37 Problems in Teaching English at the Higher Secondary Level.
- 38 Theories of Language Learning.

(2 × 11 = 22 marks)