

2020

COMMUNICATIVE ENGLISH — MAJOR

Fifth Paper

Full Marks : 100

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

Group - A

(Introduction to Media)

1. Answer *any two* questions :

- (a) Write your concept in two sentences about the following : 3×6
- (i) Signature Tune
  - (ii) Solus Advertisement
  - (iii) TRP
  - (iv) USP
  - (v) PTC
  - (vi) Phone-In Programme.
- (b) What do you understand by social media? Illustrate their impact upon society. Do you think social media will take over traditional media in future? 3+9+6
- (c) An anchor can make a television programme attractive and successful.— Do you agree to this view? Substantiate your answer with format, content and presentation of a television programme. 6+6+6
- (d) What are the principles of Mass Communication? Illustrate with examples how mass media acts as 'a promoter of consumerism'. 6+12
- (e) Compare the potentials and limitations of radio and television programmes in imparting education, information and entertainment. 18
- Or,**
- Discuss the impact of Television on child psychology. 18
- (f) Point out the differences between : 6+6+6
- (i) Satellite Television and Doordarshan
  - (ii) Web Series and TV serials
  - (iii) AM Radio and FM Radio

**Please Turn Over**

(g) Write short notes on **any two** of the following : 9×2

- (i) Post Production Stage of TV News
- (ii) Future of Distance Education
- (iii) WhatsApp
- (iv) OB Van
- (v) Search Engines
- (vi) PCR
- (vii) Special Correspondent.

2. (a) Structure a 30 Sec. Television Commercial (advertisement) of a detergent powder (Target Audience— Middle Class family). Present it in the form of a storyboard. Mention its one liner USP. 15+3

**Or,**

(b) Design a Weather Update Slot to be shown on television. Duration of the slot is 2 minutes. 18

3. Choose the correct option and write that on your answer script (**any three**) : 2×3

(a) Which type of communication is usually based on rumour?

- (i) Mass Communication
- (ii) Public Communication
- (iii) Grapevine Communication
- (iv) Diagonal Communication.

(b) Semantic noise is related to :

- (i) Badly expressed message
- (ii) Meaning associated with words
- (iii) Intention of the speaker
- (iv) None of the above.

(c) Solus Advertisement is placed :

- (i) On any page of a newspaper
- (ii) On last page of a newspaper
- (iii) On the first page, right bottom of a newspaper
- (iv) None of the above.

(d) Conceptualization of idea in the mind of the sender is known as :

- (i) Encoding
- (ii) Feedback
- (iii) Decoding
- (iv) None of the above.

- (e) Communication within oneself is known as :
- (i) Inter-Personal
  - (ii) Intra-Personal
  - (iii) Group Communication
  - (iv) None of the above.
- (f) Why is Media called the fourth pillar of democracy?
- (i) For educating people
  - (ii) For entertaining people
  - (iii) For shaping public opinion
  - (iv) None of the above.
- (g) In Mass Communication, the audience is
- (i) Homogeneous
  - (ii) Heterogeneous
  - (iii) Common
  - (iv) None of the above.

**Group - B****(Business Communication)**

4. (a) Draft a letter to **M/S Jaiswal Tiles, 5 Camac Street, Kolkata-700012**, complaining about the inferior quality of tiles, which were different in quality and design shown earlier and claiming replacement. 20
- Or,*
- (b) Assume yourself to be the Chief Manager of a bank and inform customers about your scheme providing finance for purchase of new cars. Invent the necessary details. 20
- Or,*
- (c) Draft a letter to the Bank Manager of XYZ Bank, Bhawanipore Branch, requesting for a loan of ₹ 5 lacs, for which your company is ready to hypothecate. 20

Answer either **Q. No. 5 or Q. No. 6**

5. (a) Draft the minutes of the Annual General Meeting of Frontline Company Ltd., Kolkata according to the following agenda : 20
- (i) Confirmation of the minutes
  - (ii) Presentation of Audited A/C
  - (iii) Declaration of Dividend
  - (iv) Issue of Shares
  - (v) Next Board Meeting
  - (vi) Vote of Thanks.

**Please Turn Over**

*Or,*

- (b) Draft a circular letter to the customers that your company has been forced to increase the price of the products due to the increase in the price of raw materials. 20
6. (a) As a Production Manager of your company draft a memo to the General Manager about the damage in the factory of the company caused by fire. 10
- (b) Write an email to the Manager of 'Pleasure Travels' seeking refund for services not provided against cancellation of their impending Europe tour which you had recently booked. 10
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