SHRI RAMSWAROOP MEMORIAL UNIVERSITY

End Semester Examination (2021-22)-Odd Semester

BA (JMC) - I Year (I Semester)															
Course Name: English fo	or Ma	ass	Med	lia							(Code	: Bl	1 U10	002
Time: 02 Hours								Max Marks: 60							
University Roll No.															

(To be filled by the Student)

Note: Please read instructions carefully:

- a) The question paper has 03 sections and it is compulsory to attempt all sections.
- b) All questions of Section A are compulsory; questions in Section B and C contain choice.

Section A: Very Short Answer type Questions Attempt all the questions.			CLO	Marks (10)
1.	Discuss the qualities of a good reader.	BL2	CLO1	02
2.	What do the following idioms imply? a) Apple of one's eye b) To sit on the fence	BL1	CLO2	02
3.	Correct the following: a) Childrens' books b) There hands are burnt.	BL3	CLO2	02
4.	Define adverb. Give two appropriate examples.	BL1	CLO3	02
5.	Give the synonyms of: Humble, Small, Disappear, Blunt.	BL1	CLO3	02
Section B: Short Answer Type Questions Attempt any 03 out of 05 questions.		BL	CLO	Marks (30)
1.	What are the points that one should keep in mind while drafting the minutes of a meeting.	BL2	CLO2	10
2.	Examine the importance of coherence and clarity in media writing.	BL2	CLO1	10
3.	Write a paragraph of moderate length on 'Media & Society'	BL6	CLO2	10
4.	5. Fill in the blanks with right word or phrase: i) You can work in the room you wish. (as soon as, as long as) ii) Please wait here I come back.(when, till) iii) My father was at his prayers my mother was cooking.(while, still iv) The train had left the station I reached the station.(before, after) v) the teacher entered the class, the boys became quiet. (as long as, as soon as)	BL3	CLO3	10
5.	Explain some of the barriers to listening.	BL2	CLO1	10
Section C: Long Answer Type Questions/Case Study Attempt any 01 out of 04 questions.			CLO	Marks (20)
1.	Draft a catchy advertisement on any one:	BL6	CLO3	20

	a) Hair color			
	b) Refrigerator			
2.	Write a book review on "Train to Pakistan".	BL6	CLO3	20
3.	Differentiate between a Curriculum Vitae and a Resume. You can use suitable examples.	BL2	CLO1	20
4.	Write a formal e-mail to the Vice Chancellor of your University seeking permission for celebration of "Radio Day" in your institute. Elaborate the schedule of the program in your writing.	BL6	CLO3	20