

5(M)

UG-III/Comm.Eng.-V(M)/21

2021

COMMUNICATIVE ENGLISH

[MAJOR]

Paper : V

Full Marks : 100

Time : 4 Hours

The figures in the right-hand margin indicate marks.

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

1. Answer any **five** of the following: $1 \times 5 = 5$
- What is page-making?
 - Name one national music TV Channel.
 - Name one TV programme that was conducted by Rituporno Ghosh.
 - What is a bite?
 - What is a Headline?
 - Name one international news agency.
 - What is a cover story?
 - Where is the head office of Star TV?

2. Answer any **ten** questions: $2 \times 10 = 20$
- Name four international movie channels.
 - Name two Bengali News channels.
 - Cite two TV programme and explain why they are popular among children.
 - What is the evening edition of a newspaper?
 - Name two english Newspaper published from Delhi.
 - Mention two distinctive features of FM channels.
 - Name two reality shows broadcast on international TV channels.
 - What are the common features of TV advertisements for cosmetic products.
 - Who is Rajdeep Sardesai?
 - Comment on the role of TV in the promotion of civic duty.
 - Briefly comment on the role of the TV news reader.
 - What are the major differences between private and government-sponsored TV channels?

[Turn over]

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3. Answer any **five** questions: $7 \times 5 = 35$

- a) Do you think that television can restore lost cultures? Give reasons for your answer.
- b) Prepare a radio advertisement for space-saving furniture.
- c) Do you think that newspapers can play an important role in monitoring the Government? Give reasons for your answer.
- d) Prepare a questionnaire for an interview with an NRI businessman who is going to start a new franchise in India.
- e) What role do you think television plays for conservation of forests?
- f) Do you think that censorship is essential for television? Give reasons for your answer.
- g) How do you think television is affecting the young generation?
- h) Do you think that television destroys the culture of outdoor games? Give reasons for your answer.

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[Turn over]

4. Answer any **two** of the following questions:

$15 \times 2 = 30$

- a) Write a letter to the local councillor requesting a new community Hall.
- b) On behalf of Baharampur municipality prepare a notice banning plastic carrybags.
- c) Write a letter to the municipality on behalf of a local club asking for the clearing of garbage in your locality.
- d) Prepare a speech to be delivered by the principal of your college on Independence Day for extension service to be offered by the students.

5. Answer any **one** of the following questions:

$10 \times 1 = 10$

- a) On behalf of the principal of your college write a letter to the doctors available in your locality requesting them to offer free Health Check-up on 15th August 2018.
- b) Write a letter to the local MP requesting a grant to buy books for the library in your locality.

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