



Seat No. _____

HF-1901070101062202

Third Year B. A. (Sem. VI) Examination

April - 2023

Functional English - X

(Application of English in Media)

(New Course)

Time : 2 Hours / Total Marks : 50

1 Fill in the blanks : **10**

- (1) _____ won the FIFA world cup 2023.
- (2) The war between Ukraine and _____ shook the world in 2022.
- (3) Queen _____ of Britain passed away in 2022.
- (4) Vladimir Putin is the President of _____.
- (5) The actors involved in the infamous defamation lawsuit were Johny Depp and _____.
- (6) The full form of WHO is _____.
- (7) Sidhu Moose Wala was well known as a _____.
- (8) The founder of SpaceX is _____.
- (9) _____ is the Pakistani Prime Minister who was also a former cricketer.
- (10) _____ is a famous American Business reality show that allows entrepreneurs to present their business presentations before five 'sharks'.

2 (A) Short Notes (any Two) : **10**

- (1) Influence of Advertisements on children.
- (2) Influence of Media on society.
- (3) Advertisement appeals
- (4) FM Revolution

- (B) Explain the Media Terms (Any Five) : **5**
- (1) Blockbuster
 - (2) Yellow Journalism
 - (3) Zapper
 - (4) Typescript
 - (5) PIB
 - (6) Paparazzi
 - (7) Footage
- 3** (a) List the types of Media and explain their role. **10**
- OR**
- (b) What are the features of News Report ?
- 4** (a) Draft a press report on the destruction caused by rain in Gujarat. **10**
- OR**
- (b) Draft a news report on the Board Exam results.
- 5** Draft an advertisement on any One of the following : **5**
- (1) Newly constructed flats
 - (2) Study Abroad counselling centres
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