

<b>F-6161</b>
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<b>Sub. Code</b>
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<b>7BENA4</b>
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**U.G. DEGREE EXAMINATION, NOVEMBER 2021**

**English**

***Allied* — TELECASTING**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write a short note on writing of the news.
2. Write a short note one background to the narration.
3. What is editing in news writing?
4. What is news segment?
5. What is a talk show format?
6. How do you interview like a talk show host?
7. Write about the general effects of music on consumer behaviour.
8. What are the different types of 'sports marketing'?
9. What is performance conversation?
10. What is PA announcer?

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write about script writing for TV news sample.

Or

- (b) Describe about editing in news writing.

12. (a) What skills do you need to be a news anchor?

Or

- (b) Write a paragraph on 'Three steps to highly efficient news reading'.

13. (a) How do you organise a talk show?

Or

- (b) What are techniques followed in talk programmes?

14. (a) Write a paragraph on the general effects of music on sports performance.

Or

- (b) Brief on successful sports – Related commercials and Ad campaign.

15. (a) How do you communicate with a performance improvement plan?

Or

- (b) Write a paragraph on 'Ad-lib' and ad libbing in broadcast.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate the techniques of television news writing and editing.
  17. Discuss in detail about 'news reading : techniques and presentation'.
  18. Write in detail about interview and talk programmes and its difference.
  19. Write a detail essay on General relationship between sports marketing and music.
  20. Discuss in detail about 'achieving on conversational style'.
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