



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

Voc.DEGREE EXAMINATION – 3D ANIMATION& DIJITAL JOURNALISM

FOURTHSEMESTER – APRIL 2018

16UEL4GE09- GENERAL ENGLISH (VOC) - IV

Date: 23-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART- A

I. Answer ALL the questions.

[10X2=20]

1. Web 2.0, 1.0, 3.0
2. Print versus online News
3. Twitterature
4. Colossal discount, flattering fashion, eye catching elegance-use in sentences
5. Drawbacks in digital media
6. Change four sentences from passive voice to active voice
7. Power Point Presentation- the don'ts
8. Blogging
9. Importance of consistent reading and writing practice
10. Proofreading

PART- B

II. Answer any FIVE questions from the following.

[5x8=40]

11. How does Power Point Presentation enhance one's content delivery?
12. Wikipedia and knowledge sharing-elaborate
13. Create a blog content of interest for the current youth
14. Explain the advantages of blog over website.
15. Trace the evolution of English language in the digital era.
16. What are the advantages of web 2.0 over 1.0
17. Discuss addiction to social media

PART- C

III. Answer any TWO question from the following.

[2x20=40]

18. Create an advertisement of your choice for an online newspaper (not less than 500 words)
19. Social media content development offers a career in writing-explain in detail
20. Mobile assisted language learning enhances writing, reading, listening and speaking skills-explain in detail

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