

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FOURTH SEMESTER – **APRIL 2024****UEL 4209 – GENERAL ENGLISH IV (INTERMEDIATE) VOC**

Date: 17-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION – A

Answer ALL the Questions

Define the following

(10 x 2 = 20 Marks)

1. Pronouns
2. PowerPoint presentation
3. Articles
4. Email etiquettes
5. Nouns
6. Subordinating clause
7. Digital media etiquettes
8. Ambiguous language
9. Adverbs of manner
10. Jargon words

SECTION – B

Answer any FIVE of the following in 150 words

(5 x 8 = 40 Marks)

11. Write a brief note on listening and speaking skills for digital media.
12. Discuss the disadvantages and advantages of social media communication.
13. State a few common media terms with their synonyms and antonyms.
14. Explain the importance of cc and bcc in e-mail writing.
15. How would you approach the writing process as a beginner?
16. What is the significance of a friendly formatting?
17. Write a brief note on speaking skills.
18. Explain reading skills as an input approach to language learning

SECTION – C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

19. Discuss any three interview questions and answers you will likely face as a social media content developer.
20. Determine the significance of scientific research in developing authentic content.
21. Discuss five email mistakes that should be avoided at all costs.
22. Write down your self-introduction customizing it for your dream job.

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