

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

FIRST SEMESTER MGU-UGP (HONOURS)

**MULTI-DISCIPLINARY COURSE –MG2MDC3NG101- SPORTS, LITERATURE AND
CINEMA**

Time: 1½ Hours

Maximum Marks: 50

PART A –

Multiple Choice Questions (5x1=5 marks)

Answer all questions:

1. Who comments that "play is not foolish" in his essay "Nature and Significance of Play"? [R][CO2]

- a) Johan Huizinga
- b) Premchand
- c) Unni R
- d) N.S. Madhavan

2. In which year did Sachin Tendulkar score his first hundred in school cricket? [R][CO2]

- a) 1986-87
- b) 1987-88
- c) 1988-89
- d) 1985-86

3. What does “jute thread” symbolize in the story? [U][CO1]

- a. The fragility of the group’s moral compass
- b. The poor state of law and justice
- c. The strong bonding in the group
- d. Reconciliation among the friends

4. What is engraved on the coin shown at the beginning of *Lagaan*? [R][CO3]

- a) The British flag and Indian map
- b) Queen Victoria's head and 1877
- c) The East India Company logo

- d) A cricket bat and ball
5. What symbolises the sacrifice of sub-national identities for national unity in *Chak De! India*?[U][CO2]
- a) The national flag
- b) The song "Maula Mere"
- c) Hockey matches
- d) Team uniforms

PART B –

Short Answer Questions (6x5=30 marks)

Answer any SIX of the following in about 100 words each:

6. Examine how "the great archetypal activities of human society are all permeated with play from the start". [E][CO2]
7. Describe Sachin's short career as a fast bowler. [U][CO2]
8. Analyse how the chess-playing obsession of Mirza and Mir Sahib reflects the socio-political decay of Lucknow. [An][CO1]
9. How does Father Georghese transform from a passive observer to an active participant in Lucy's crisis? [U][CO1]
10. Discuss how *Godha* uses cinematographic techniques to enhance the storytelling of a sports drama. [U][CO3]
11. How does Nelson Mandela use sports to bring the nation together in *Invictus*? [U][CO3]
12. Examine the film *Lagaan*'s treatment of caste, religion, and class divisions in building a unified team. [E][CO3]
13. Analyse how *Chak De! India* uses sports as a metaphor for national integration and unity.[An][CO2]
14. Discuss the role of memory and nostalgia in shaping the narrative of "Higuita".[U][CO1]

PART C –

Essay Question (1x15=15 marks)

Answer any ONE of the following in about 300 words:

15. Evaluate how sports literature and films contribute to the discourse of nationalism and national identity with reference to at least three texts from your syllabus. [E][CO1,CO2,CO3]

16. Compare and contrast the treatment of underdog narratives in any three sports films you have studied, analyzing how they reflect broader social and cultural concerns. [Ap][CO3]

17. Discuss the parallels between the characters' behaviour and social hierarchies in "Holiday Fun"

[A][CO1]

Reg. No:

Name:

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) REGULAR EXAMINATION APRIL 2024
Second Semester
Multi-Disciplinary Course-MG2MDCENG102
FUNDAMENTALS OF ADVERTISING AND PUBLIC RELATIONS
2024 Admission onwards

Duration: 1.5 Hours

Maximum Marks: 50

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I),
Appreciation (Ap) and Skill (S).**

*Students should attempt at least one question from each course outcome to enhance their overall
outcome attainability*

Time: 1 1/2 Hours Maximum: 50 Marks

Part A

Multiple Choice Questions. Answer all 5 questions.

Each question carries **1** mark.

1. Which newspaper was the first to include paid advertisements? [K] [1]
a) The Bengal Gazette b) La Presse
c) The Times d) The New York Times
2. What type of slogan is “Because you’re worth it” by L’Oréal? [U] [1]
a) Empowering slogans b) Imperative slogans
c) Descriptive slogans d) Promotional slogans
3. Why must testimonials and endorsements represent genuine opinions? [U] [2]
a) To avoid misleading audiences b) To improve product sales
c) To increase advertiser profits d) To reduce production costs
4. The foundation of every successful PR plan is _____ [K] [2]
a) A large budget b) An extensive media list
c) Clear, measurable goals d) A catchy slogan
5. Which quality helps PR professionals understand and appreciate different perspectives? [U] [3]
a) Writing skills b) Empathy
c) Pleasant voice d) Organizational ability

Part B

*Answer any **six** questions in about **100** words.*

*Each question carries **5** marks*

6. Explain how Leo Burnett transformed Marlboro's brand identity in the 1950s. [U] [1]
7. Compare and contrast the use of direct and indirect headlines in advertising for consumer products. [U] [1]
8. What are the five key stages of the AIDCA formula? [K] [1]
9. Outline the guidelines related to "Children's Advertising" as per ASCI's code. [K] [2]
10. What is social media advertising? Explain the significance of platform-specific writing in social media advertising. [U] [2]
11. Describe Intel's "Maximize Computing Performance" campaign controversy as presented in the case study. What is the significance of the case study. [U] [2]
12. Create a headline and body copy for a limited-time discount sale advertisement that utilizes scarcity words to create urgency. [A] [2]
13. Explain the difference between PR and advertising? [K] [3]
14. What are the different types of press releases and their purposes? [U] [3]

Part C

*Answer any **one** question in about **300** words.*

*The question carries **15** marks*

15. Elaborate on the five key stages of persuasive advertising. [U] [1]
16. Examine the different media for advertising. Analyse the language strategy employed by them for advertisements. [An] [2]
17. Discuss the various functions of Public Relations in modern organisations. [U] [3]

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

MGU-UGP (HONOURS)
SECOND SEMESTER EXAMINATION
(2024 ADMISSION ONWARDS)

MG2DSCENG100 – LITERARY GENRES: PROSE, DRAMA AND FILM

Duration: 2 hrs

Maximum Marks: 70

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

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PART A

Multiple Choice Questions
Answer **all** questions.

Each question carries 1 mark.

1. What techniques do theater actors use to make themselves intelligible to the last row? [An][CO3]
 - a) Camera and sound techniques.
 - b) Heightened expression, exaggerated facial expressions, gestures, make-up, and voice projection.
 - c) Editing and montage
 - d) Close-ups and long shots
2. What effects are supposed to be evoked in humans by a tragedy? [An][CO3]
 - a). Pity and awe
 - b). Sorrow and tears
 - c). Laughter and mirth
 - d). Fun and mockery
3. How does Eliza feel about her transformation by Act 4? [U][CO2]
 - a). She is proud of her progress
 - b). She regrets it
 - c). She wants to return to her old life
 - d). She is uncertain about it
4. What time of day is it when the scene takes place in the essay A Hanging? [An][CO1]
 - a). Early Morning
 - b). Afternoon
 - c). Evening
 - d). Midnight

5. Lerner notes that George Bernard Shaw's Pygmalion primarily focused on: [U][CO4]
- a). A passionate love affair
 - b). The power of music
 - c). Social class and phonetics
 - d). The beauty of London
6. What was the original source material that Alan Jay Lerner and Frederick Loewe adapted into the musical "My Fair Lady"? [U][CO4]
- a). A novel by Charles Dickens
 - b). A historical account of London
 - c). George Bernard Shaw's play Pygmalion.
 - d). A collection of traditional English folk songs.
7. How does Chesterton describe running after a hat? [An][CO1]
- a). As a tragic event
 - b). As an amusing and adventurous activity
 - c). As a sign of bad luck
 - d). As a waste of time
8. Which of the Three Unities is NOT directly mentioned by Aristotle? [U][CO2]
- a). The Unity of Action
 - b). The Unity of Time
 - c). The Unity of Place
 - d). None of the above
9. Why was The Great Dictator banned in some countries? [An][CO3]
- a). It was considered too violent
 - b). It contained communist propaganda
 - c). It mocked fascist leaders
 - d). It was anti-American
10. Who is Colonel Pickering? [U][CO2]
- a). A professor of phonetics
 - b). A police officer
 - c). A nobleman
 - d). Eliza's father

(1x10=10)

PART B

Short Essay Questions (100 words)

Answer **any 6 questions**.

Each question carries 5 marks.

11. Explain the two traditional performing arts that film has strong connections with. [An][CO3]

12. Explain the concept of montage in film, using Sergei Eisenstein's Strike (1924) as an example. [An] [CO3]
13. Explain what a 'curtain raiser' means. [U][CO2]
14. Explain the function of the Chorus in a classical drama. [U][CO2]
15. Examine the role of the narrator in "A Hanging" ? [An][CO1]
16. Differentiate between formal and informal essays with suitable examples. [An][CO1]
17. How does the film establish Eliza Doolittle's social status in the opening scenes? [U][CO4]
18. What is the significance of Eliza's decision to leave Higgins? [U][CO4]
19. How does The Great Dictator use humor to critique authoritarianism and convey its anti-fascist message? [An][CO3]

(5x6=30)

PART C

Long Essay Questions (300 words)

Answer **any 2 questions**.

Each question carries 15 marks.

20. Analyze how film utilizes techniques similar to literary devices, such as foreshadowing, flashback, and narrative structure. [An][CO3]
21. Examine the various types of drama in English Literature, highlighting their characteristic features. [U][CO2]
22. Discuss the origin and evolution of the essay as a literary form. How did Montaigne and Bacon contribute to its development? [An][CO1]
23. Discuss the significance of Eliza's transformation in My Fair Lady and how the final scene reflects the challenges of navigating social mobility and personal identity. Does the ending reinforce or undermine Eliza's newfound independence? [U][CO4]

(15x2=30)