

Dr. Babasaheb Ambedkar Open University
Term End Examination July -2026

Course	: DJMC	Date	: 07/07/2026
Subject Code	: DJMC-06	Time	: 03:00pm to 05:15pm
Subject Name	: Basic English Language Skills for Mass Media	Duration	: 2.15 Hours
		Max. Marks	: 70

- Q-1** Explain the importance of language in Mass Communication. Discuss the KISS Principle, brevity and the role of grammar in effective journalistic writing. **14**

OR

Discuss the major differences between Spoken English and Written English with suitable examples.

- Q-2** Explain the meaning, definition, functions and different kinds of Nouns with suitable examples. **14**

OR

Differentiate between Common Noun, Proper Noun, Countable Noun and Uncountable Noun with examples.

- Q-3** Discuss the different Types of Nouns. Explain Concrete, Abstract, Collective, Singular and Plural Nouns with examples. **14**

OR

Explain Pronouns and discuss their different types with suitable examples.

- Q-4 Write Short Notes (Any two)** **14**

1. Importance of Dictionaries in Journalism
2. Adjectives
3. Tenses in English
4. Articles

- Q-5 Select the correct option from the following questions. (Two marks each)** **14**

1. KISS stands for
(A) Keep It Short and Simple (B) Keep It Safe and Secure
(C) Keep Information Simple and Short (D) Know Important Sentence Structure
2. Which of the following is a Proper Noun?
(A) city (B) river (C) Ahmedabad (D) country
3. Which noun cannot normally be counted?
(A) Pen (B) Milk (C) Book (D) Student
4. Which part of speech replaces a noun?
(A) Verb (B) Pronoun (C) Adjective (D) Adverb
5. Which tense expresses an action happening now?
(A) Past Perfect (B) Future Perfect
(C) Present Continuous (D) Past Continuous
6. Which article is used before a vowel sound?
(A) A (B) An (C) The (D) None
7. Which punctuation mark indicates possession?
(A) Comma (B) Apostrophe (C) Colon (D) Semicolon
