

**PRABHAT KUMAR COLLEGE, CONTAI**  
*Department of English*  
**Periodical Test for Internal Assessment : 2019-20**

- *Mention all details at the top of the answersheet in the format already provided.*
- *Word Limit for answers : 250 - 300 words.*
- *Write the answers of different courses in different scripts.*
- *Make separate PDF files for different courses (Do not merge/combine files of different courses).*
- *Attach the files of all courses in one E-mail and send it to – [englishdept.pkc@gmail.com](mailto:englishdept.pkc@gmail.com).*

**Class : B. A. (Hons.) : SEMESTER –II**  
**COURSE – GE - 2 :: Subject - ENGLISH**

**1. Attempt any one of the following:-**

- a) Comment on the importance of Mass Communication in an era of Globalization.
- b) What is 'editing' in Print Media? Why is it so important for newspapers?
- c) What are the types of advertising in social media?
- d) Point out the importance of Ethics in advertising.
- e) What do you mean by social media? What are the types of social media? Describe the impact of Facebook as a social media.

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