

D-2161

Sub. Code

30911

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

First Semester

INTRODUCTION TO JOURNALISM AND
MASS COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Encoding.
2. H.W. Nevinson.
3. Akashvani.
4. Media Convergence.
5. PIB.
6. ASCI.
7. Kinesics.
8. Hindustan Samachar.
9. Information overload.
10. DAVP.

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) Examine the characteristics of interpersonal communication and mass communication and explain how it coordinates each other.

Or

- (b) What do you understand by Shannon and Weaver model?

12. (a) Explain the need of a code of ethics for journalist.

Or

- (b) Why the Press Commissions were constituted? Explain short.

13. (a) Discuss the constitutional provisions related to Freedom of Expression.

Or

- (b) Describe in details the advent and growth of television in India.

14. (a) Explain the structure and powers of the Press Council of India.

Or

- (b) Outline the role and responsibilities of journalists.

15. (a) State any two 'freedoms' of an editor as given in the Editor's Charter (AINEC) of 1953.

Or

- (b) Define the role of Mass media in a democratic society.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Delineate the various components of non-verbal communication with examples.
 17. Highlights the PC Joshi committee recommendations.
 18. Define Community radio. How it is important for social welfare?
 19. Trace the origin and development of Akashvani.
 20. Examine how new communication technologies prove the concept of a 'Global Village'.
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D-2162

Sub. Code

30912

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

First Semester

EVOLUTION OF MEDIA

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Swadeshmitran.
2. Conglomerate.
3. Ham Radio.
4. James Augustus Hicky.
5. Gyanwani.
6. Alam Ara.
7. Therukoothu.
8. Alternative cinema
9. Lumiere brothers.
10. Participatory Journalism.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain in brief the efforts to publish newspapers in different parts of India.

Or

- (b) Describe the historical roots of the modern newspaper industry.

12. (a) Explain changes seen in the medium of radio after the entry of private radio stations.

Or

- (b) Write a brief note on the political economy of the media in the 21st century.

13. (a) Discuss the emergence of radio technology in India. What role does it play in developing the country after independence?

Or

- (b) Trace the development of new media communication.

14. (a) Write a short note on key moments of Indian television.

Or

- (b) Discuss the current trends in mainstream cinema.

15. (a) Compare the print and online editions of any one Tamil newspaper.

Or

- (b) Discuss the major ethical concerns in online journalism.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Illustrate how the language newspaper contributes to the national movement.
 17. Illustrate the contribution of radio broadcasting in the sphere of entertainment and economic development in post-independent India.
 18. Critically examine the public service broadcasting in India while comparing it with the BBC model.
 19. In Indian cinema is to make stories that can engage and entertain today's audience intelligently. Cite with suitable examples.
 20. Explain citing suitable examples of the difference between parallel cinema and commercial cinema.
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D-2163

Sub. Code

30913

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

First Semester

PHOTOGRAPHY

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Macro mode.
2. Steve McCurry.
3. Telephoto lens.
4. Miniature.
5. F STOP.
6. Depth of field.
7. Three-point lighting.
8. Filter.
9. Juxtaposition.
10. Photo features.

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) Delineate the elements of composition and discuss their relevance to effective communication.

Or

- (b) What is the difference between digital cameras and traditional cameras?

12. (a) Discuss fish eye lens and its features.

Or

- (b) What is f/stop, and why do the numbers get larger as the opening gets smaller?

13. (a) Explain the different types of metering modes and their purpose in photography.

Or

- (b) Explain the importance of color balance in capturing an image.

14. (a) Explain three-point lighting in photography and why do we use it?

Or

- (b) Write a short note on three different genres of photography.

15. (a) Distinguish photo essays from photo features. Examine their characteristics and purpose.

Or

- (b) Explain the qualities that are essential for becoming a photojournalist.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. How is an image formed in a pinhole camera? Explain with help of a diagram.
 17. Critically analyze growth of land development in the age of miniature photography.
 18. Illustrate the essentials of various lighting techniques with suitable diagrams.
 19. With camera quality continuously improving and the technology becoming user – friendly, don't you think the professional photographer is soon going to be thing of the past? Discuss.
 20. In the context of advertising, discuss how the modern lifestyle has changed the course of photojournalism.
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D-2164

Sub. Code

30914

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

First Semester

REPORTING AND EDITING

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Investigative Reporting.
2. Credibility.
3. Caption.
4. Defamation.
5. Development Journalism.
6. Nut graph.
7. Newsworthiness.
8. Fact checking.
9. Copy Editor.
10. Yellow Journalist.

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) Give definition for news and explain different types of news values.

Or

- (b) Write short note on news sources.

12. (a) Discuss the characteristics of a newspaper.

Or

- (b) Compare and analyze the content of a political magazine.

13. (a) Define lead and types of headline.

Or

- (b) What are the different types of news sources?

14. (a) Explain inverted pyramid style.

Or

- (b) Define Beats and mention the types of beats.

15. (a) Explain the basics of news writing with 5ws and one H.

Or

- (b) Briefly discuss the characteristics of a news story.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Enumerate the roles, functions and competencies of the communicator of journalists and the challenges of editorial of a Newspaper.
17. Give examples to illustrate the fundamentals of news writing and how they relate to ethical journalism.
18. What is the difference between In-depth news stories and features stories? Discuss the difference with reference to the principles of feature writing.
19. Discuss briefly the principles of news editing. What role does a chief sub-editor play in making a newspaper?
20. “Journalists are gatekeepers of information”. Do you agree? Does this gate keeping obstruct the free flow of information?

D-2165

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30921

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

Second Semester

THEORIES OF COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Communication.
2. Kinesics.
3. Gatekeeping.
4. Grapevine communication.
5. Propaganda.
6. Linear communication model.
7. Mean world syndrome.
8. Diffusion.
9. Noise.
10. Neutral audience.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Delineate the common barriers to effective communication.

Or

- (b) Distinguish the difference between the Eastern and Western Perspectives of Communication.

12. (a) Do Media institutions determine the importance of different issues and how they should be featured in the news broadcasts? Explain.

Or

- (b) Explain in detail the Social Responsibility theory of the Press.

13. (a) Discuss the need in adopting New Innovations and ideas in order to attain development and sustainability.

Or

- (b) Elucidate Bandura's Media Effects Theory.

14. (a) What are the Gestalt principles that were later applied to Motivation, Social Psychology and other disciplines?

Or

- (b) How do audiences respond to the message they receive from Mass Media? Differentiate the different types of audiences based on the effect of Mass Media on them.

15. (a) Explain the benefits of Participatory Communication in influencing people's decision-making process.

Or

- (b) What is the role of Media in Political Communication? Explain how Media bridges the gap between the government and the public.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Give a detailed account of the importance of feedback as one of the important elements of communication. Discuss the shift from Linear communication model to the circular communication model and how feedback helps in achieving effective communication.
17. Discuss the main elements of the Marxist theory and the role of communication in society and capitalism.
18. Elucidate the theory that focuses on how people use media for their own needs and get satisfied instead of studying the effect of media on people.
19. With the advent of New Media, explain how media plays a prominent role in the development communication.
20. How is public opinion formed? Elucidate the media's role in creating mass sentiment and shaping opinions.

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30922

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

Second Semester

ADVERTISING OF PUBLIC RELATIONS

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Consumerism.
2. Target Rerun Pricing.
3. Brand Equality.
4. Direct Mail Advertising.
5. DAGMAR.
6. Window Display.
7. Sales promotion.
8. Market segmentation.
9. Media Strategy.
10. Product Positioning.

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) What is meant by advertising appeal and determine the values?

Or

- (b) Distinguish between Advertising and PR.

12. (a) What is the scope of advertising in merchandising?

Or

- (b) What do you understand by Brand Image? Give examples of four product/service advertisements where this concept has been successfully used.

13. (a) Discuss the role and functions of ASCI in public life.

Or

- (b) Explain the powers of PR in building brands.

14. (a) How is the modern marketing concept different from the traditional concept?

Or

- (b) What are the responsibilities that should be had by public relations officers during special occasions or events?

15. (a) Describe the factors to be kept in mind for planning a PR campaign.

Or

- (b) Discuss the difference between social marketing and commercial marketing.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Mention the differences between advertising media and discuss the advantage and disadvantages.
 17. Briefly explain the various methods of setting the advertising budget.
 18. What are the various media tools used by a PR Professional? Describe the skills required to be an effective PR Professional.
 19. Explain the functions of PR with suitable examples. Why a Public Relations campaign needs the support of Corporate Social Responsibility?
 20. “PR creates the environment for brand activation”. Explain with the help of suitable social media and offline media examples.
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D-2167

Sub. Code

30923

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

Second Semester

AUDIO PRODUCTION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Halftone.
2. Equalizer.
3. Daw.
4. POP Filter.
5. Condenser Microphone.
6. Pitch and Frequency.
7. Community Radio.
8. Reverberation.
9. Down mixing.
10. Phantom Power.

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) Briefly explain the recording equipment used in studio recording sound.

Or

- (b) What are the basics of radio talk? Explain the meaning of conversational style in radio.

12. (a) What are the fundamentals of reporting news on the radio? What does the News Editor do at AIR?

Or

- (b) Illuminate the operation of mono and stereo mixing techniques in digital recording.

13. (a) Briefly explain the role of development agencies in Community Radio.

Or

- (b) What is the function of a radio jockey in an FM radio station?

14. (a) Discuss handheld cordless microphones with receivers.

Or

- (b) Determine the use of shotgun microphone in outdoor interviews and recordings.

15. (a) Explain the frequency response of different types of pre-amplifiers and power amplifiers.

Or

- (b) Discuss the strengths and limitations of radio as a medium of mass communication. Illustrate with examples.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain in detail the recording and transmission system for the radio station.
 17. Define Community Radio in your own words and discuss the nature and scope of the Community Radio Licensing procedure in India.
 18. Illuminate the functions of music sequencing using MIDI and sync recording.
 19. Describe the differences between radio's special audience programming and general program creation.
 20. Do you think that the radio feature requires documentation? Distinguish between radio features and news features giving suitable examples.
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D-2168

Sub. Code

30924

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

Second Semester

VIDEO PRODUCTION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Video console.
2. Art director.
3. Soap opera.
4. Comedy Show.
5. Nonlinear editing.
6. Camera cage.
7. 60 fps.
8. Match cut.
9. Transmission of television.
10. Condenser microphone.

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) Describe how to plan a film the six essential steps in film pre-production.

Or

- (b) Explain the role of writer for television.
12. (a) What do you understand from objectifying documentary? Explain its visual and narrative strategies with examples.

Or

- (b) Explain various stages involved in producing an ad film.
13. (a) Explain Voice Recording and Music Recording process in documentaries.

Or

- (b) Describe the different lighting arrangements for live shows.
14. (a) Explain and name the main difference between a compressed and uncompressed digital media file.

Or

- (b) Write the details process of location research it's use and how you would tackle the good working plan to actual shooting planning.

15. (a) Highlight the perspective of second and discuss three-dimensional and surround sound.

Or

- (b) Explain the different types of video recording formats.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. 'A filmmaker is first a manager, then as artist' – Comment your views.
17. Discuss Television Production Techniques with special reference to Post Production.
18. Prepare a list of recording equipment and write the characteristics of various types of sound.
19. Describe the practical aspect of the floor plan for multi-camera production.
20. Discuss the significance of an audio studio and explain various facilities needed in a studio.

D-2169

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30931

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

Third Semester

GRAPHIC COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Pixel.
2. Calligraphy.
3. Vector.
4. Branding.
5. Teleology.
6. Layout.
7. Editorial Page.
8. Flyer.
9. Rigging.
10. Oblique Angle.

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) What do you understand with the term Aesthetic with related to beauty of design?

Or

- (b) Which criteria should be used to eliminate or select ideas for graphic communication? And why is that?

12. (a) How does complementary colour scheme help in creating vibrant effect in design? Quote some examples of such colours.

Or

- (b) What do you understand and select the warm and cool colours for a sports magazine?

13. (a) How do graphic illustration artists differ from other types of artists and designers? What kind of specialized work do they do?

Or

- (b) How do you create a Letterhead and Logo that perfectly captures your? Brand in the process of visual communication.

14. (a) In your opinion what would happen if the design is functional but not aesthetic? Justify your answer.

Or

- (b) “The newspaper has a significant impact on our lives and offers a number of benefits”. Specify a few examples of them.

15. (a) Differentiate the difference between Advertising Design and Graphic Design.

Or

- (b) Discuss 3D Graphic Art and how it is useful for a Graphic designer.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Define the term Design Process. Give a broad outline of the design process of designer has to follow explaining each stage.
17. Illustrate the ways to optimize the structure of the graphic design process in communication.
18. “Creativity is the backbone of any Graphic design”. Describe creativity and the processes in graphic design.
19. What distinguishes print media design from digital media design? Do you feel at ease using both? Explain.
20. Do graphic artists need to expand their knowledge base? How do you stay current with emerging fashions?

D-2170

Sub. Code

30932

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

Third Semester

COMMUNICATION RESEARCH METHODS

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Media Research.
2. Experimental group.
3. Simulation.
4. Research Problem.
5. Action Research.
6. Content Analysis.
7. Sampling bias.
8. Likert scale.
9. ANOVA test.
10. Ethnographic methods.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Delineate the criteria for Good Research and state its prominent qualities.

Or

- (b) What are the key differences between Basic and Applied Research?

12. (a) Elucidate the importance of conducting a longitudinal study and mention its different types.

Or

- (b) Mention a few commonly used methods of communication for the development of communication settings.

13. (a) What do you mean by sampling error? Mention its types and causes so as to reduce such errors in the sampling surveys.

Or

- (b) How can the data collected for any study or research be classified?

14. (a) Examine the differences between parametric and non-parametric tests.

Or

- (b) In a research activity, report writing is an important stage. Elaborate on the steps or guidelines that help in crafting a good research report.

15. (a) Enumerate the differences between surveys and experiments with examples.

Or

- (b) Discuss the relationship as well as the dissimilarity between Reliability and validity.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Give a detailed account of at least five common tools of data collection. Mention their features, pros and cons.
17. Enumerate uni-variate, bi-variate and multi-variate analysis techniques with a few suitable examples.
18. What are the two types of data that are collected or analyzed for a study? Explain their importance and the factors that contribute to the selection of an appropriate method.
19. What is the probability sampling technique? Discuss its different types and explain how they can be used in a study to avoid sampling errors and bias with suitable examples.
20. With a topic of your choice, construct a questionnaire or a schedule constituting at least 10 to 15 items.

D-2171

Sub. Code

30933

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

Third Semester

MEDIA LAWS AND ETHICS

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Contempt of Court.
2. Cognizable offense.
3. Censorship.
4. Article 19(2).
5. Media Violence.
6. Right to Privacy.
7. Defamation.
8. ASCI.
9. Agenda setting.
10. Sensationalism.

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) Elaborate the provisions of the Indian constitution for ensuring freedom of the press.

Or

- (b) Discuss the salient features of the 'Indian Constitution'.

12. (a) What are the provisions to restrict the media under IPC?

Or

- (b) Explain the main provisions of the Intellectual property right act.

13. (a) Explain the role and responsibilities of Prasar Bharati.

Or

- (b) State the importance of the Working Journalist act.

14. (a) Explain how a journalist can be protected from legal action for publishing reports of the proceedings of parliament.

Or

- (b) Write a note on 'Social Media and Violation of cyber laws.'

15. (a) Examine the disrupting journalism ethics in radical change on the frontier of digital media.

Or

- (b) Explain the code of conduct for television and radio broadcasts in connection with elections.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the relevance of the Press and Registration of Books Act 1867 in the present era, particularly in the context of the information age.
 17. Discuss the role and functions of the Press Council of India in recent times does it promote the freedom of expression in the country? Explain it with examples.
 18. 'Cyberspace is a consensual hallucination. What is the role of Law in such a world?
 19. What are the characteristics of investigative journalism? Discuss with cases.
 20. Illustrate letters to the editor hazy reflections of public opinion.
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D-2172

Sub. Code

30941

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

Fourth Semester

DEVELOPMENT COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Communication strategy.
2. Participatory communication.
3. Para Language.
4. Grapevine.
5. Traditional Media.
6. Pragmatic.
7. Folk media.
8. Formative research.
9. Community Radio.
10. Sustainable development.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Deliberate the roots of the participatory approach in development communication.

Or

- (b) How does communication lead to development and change in society?

12. (a) What are the essential skills required for writing development stories? How important is human interest?

Or

- (b) Brief explain the nature of communication in the modernisation paradigm.

13. (a) Illustrate the cultural factors that influence social changes.

Or

- (b) Explain the salient features of Economic growth model and industrialization approach.

14. (a) What are alternative models of development and development communication focused on?

Or

- (b) Determine the various communication aspects and approaches of dominant paradigm.

15. (a) How does an integrated media strategy attempt to affect change at several levels of politics, business and society?

Or

- (b) Briefly outline the shifts in the framework of communication for development.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Write a brief essay on the information revolution in communication development as it relates to the current environment.
17. Examine the Gandhian concept of village development and India's development policy with special reference to Panchayat Raj.
18. Elucidate the concept of Diffusion of innovations and mass media in modernization.
19. "The better the communication facilities, the greater and faster the modernization". How does this play out in reality? Explain with examples.
20. Comment on how media and education are used in the World's developing nations.

D-2173

Sub. Code

30942

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

Fourth Semester

NEW MEDIA COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Podcast.
2. LAN.
3. Digital Divide.
4. WikiLeaks.
5. Mojo.
6. DNS.
7. Citizen Journalism.
8. Weblog.
9. Firewall.
10. Libel.

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) Deliberate how social media has improved creativity and social awareness for our society by interacting with other people.

Or

- (b) Explain in detail about scope of information and communication in education.

12. (a) What are the advantages and disadvantages of online journalism?

Or

- (b) Describe the elements of web design in e-newspaper. Does it attract your attention more than the hard copy newspaper?

13. (a) How do you identify the knowledge and skill gap in the workspace?

Or

- (b) Critically analyse the content and format on New media telecast in various platforms.

14. (a) Discuss the different creative strategies involved in producing new media content development.

Or

- (b) Do you believe that the importance of print media is dwindling as audio-visual and new media become more popular? Discuss using examples.

15. (a) Illustrate the role of media in promotion of Right of Information Act, 2005.

Or

- (b) Explain in detail about the skills and characteristics of Media Writing.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the sources of news in journalism and importance of news sources which are prominent in today's time.
17. What are the functions of new media? Examine Indian media's role in discharging its responsibilities to the Society.
18. Why is it important for a country to have free and uncontrolled media? What effect does this have on ethical responsibilities?
19. 'Media use and media consumption in the home environment are essentially no different from media use and consumption in other contexts'. Discuss.
20. What significance do new information and communication technologies have create an impact on social media network?

D-2174

Sub. Code

30943

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2023.

Fourth Semester

CORPORATE COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Grapevine Communication.
2. Corporate culture.
3. Body Language.
4. Horizontal communication.
5. Propaganda.
6. Counselor.
7. Time Management.
8. Persuasion.
9. Media Planning.
10. Campaign.

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) Discuss the scope and need of corporate communication.

Or

- (b) How do you understand and manage the power of grapevine communication in an organization?

12. (a) Describe the five fundamental components of persuasion in communication.

Or

- (b) Explain the guidelines of the interviewer in the effective conduct of an interview.

13. (a) What are the benefits and drawbacks of using a formal communication channel?

Or

- (b) Analyze the role of the corporate communications team in event management.

14. (a) Describe the 4Ps of integrated marketing tactics in corporate communication.

Or

- (b) How do corporate communicators use social media to boost their company's reputation?

15. (a) Briefly outline the art of persuasion which helps in key to effective communication.

Or

- (b) Identify the role of crisis management in corporate communication.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain in detail the classification of communication barriers with a suitable example.
 17. Describe the function of communication in crisis management and how emergency scenario methods are used.
 18. Describe the key components of a powerful corporate presentation and discussion about the effects of visual aids in corporate presentations.
 19. Critically analyze the new media platform for corporate communication in social responsibility.
 20. Elucidate media imperialism with recent examples with regard to the Indian perspective.
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