

D-1488

Sub. Code

30911

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 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 questions.

1. Intrapersonal communication.
2. Feedback.
3. Agenda setting theory.
4. Surveillance function.
5. Preamble of the constitution.
6. Compering.
7. Satellite channels.
8. PIB.
9. News agency.
10. Brand image.

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention the characteristic of interpersonal communication.

Or

- (b) Discuss the process of mass communication.

12. (a) What do you mean by media advocacy?

Or

- (b) How do media contribute to national development?

13. (a) List the functions of a journalist.

Or

- (b) What do you mean by social responsibility theory of the press?

14. (a) Mention the salient features of the second press commission recommendations.

Or

- (b) Elaborate on the Verghese Committee recommendations and their implications.

15. (a) What are the characteristics of television media?

Or

- (b) List the characteristics of new media.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Newspaper business is both an industry and public service. Amplify.
 17. Describe the structure of an advertising agency and give the job profiles of its staff members.
 18. Name some programme formats in television and discuss their content with examples.
 19. Elaborate on the meaning making process in human communication with suitable examples.
 20. How and why are film personalities popular in political sphere in Tamilnadu especially?
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30912

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, MAY 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. Oral culture
2. Bengal Gazette
3. Lumiere brothers
4. AIR
5. Art 19.1
6. BBC
7. Vividh Bharathi
8. Ham radio
9. Doordharshan kendra
10. *Chandralekha*.

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention the types of folk forms you have studied with the functions they perform.

Or

- (b) Discuss the traditional performance you witnessed recently in village fairs.

12. (a) What do you understand about the people and their values from the art and architecture of a city?

Or

- (b) How do media help in education development?

13. (a) List the functions of journalism as a profession.

Or

- (b) What are the four theories of the press? Add a note on each of their special features.

14. (a) Mention the salient features of the first press commission recommendations.

Or

- (b) Elaborate on the Chanda Committee recommendations and their implications.

15. (a) What are the characteristics of print media?

Or

- (b) Distinguish the AM and FM broadcasting.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. How do news agencies operate and feed news to various media organisation?
 17. Describe the structure of a local radio station and give the job profiles of its staff members.
 18. Explain the structure of a news bulletin in radio and distinguish it from a news item in the newspaper.
 19. Elaborate on the process of human communication with suitable examples.
 20. State the importance of media in political communication.
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30913

DISTANCE EDUCATION

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

First Semester

PHOTOGRAPHY

(CBCS 2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. DSLR camera
2. Tele lens
3. Flash unit
4. Exposure
5. Focal length
6. Rear LCD panel
7. Shutter leaves
8. Lens cap
9. Light meter
10. Landscape Photography.

PART B — (5 × 5 = 25 marks)

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

11. (a) List out the features of a digital camera.

Or

- (b) How is composition important while preparing to click the subject in photography?

12. (a) Explain depth of field to understand the frame in a picture? Elaborate.

Or

- (b) State the functions of wide lenses you have used and explain their functions.

13. (a) List the ideal qualities of a good visual journalist.

Or

- (b) Explain the techniques of covering a function like wedding to make it memorable.

14. (a) Discuss the importance of fashion photography.

Or

- (b) Elaborate on the method of doing a photo feature of an event in your city.

15. (a) What are the points to be noted while doing nature photography?

Or

- (b) How will you use lighting as a tool to bring out the desired effect in a picture?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. List the equipment carried for photography by a seasoned professional with a note on their functions.
 17. Describe the process of downloading a picture you have taken from the camera or mobile phone on to the computer for picture editing.
 18. Explain why photocoverage of an event is important as a historic record.
 19. Elaborate on the process of placing a photograph in a daily newspaper.
 20. How will you prepare yourself to cover an assignment as a photographer involving hectic travel for long hours?
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30914

DISTANCE EDUCATION

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

First Semester

REPORTING AND EDITING

(CBCS 2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Journalist
2. Beat reporting
3. By line
4. Attribution
5. Editorial
6. Copy desk
7. Kicker headline
8. Proof reading symbols
9. Chief Reporter
10. Obit column.

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention some types of news headlines you have studied with examples.

Or

- (b) Discuss the functions of editorial section of a newspaper office.

12. (a) What are news values? How are they useful to determine an event to be news worthy?

Or

- (b) How is beat reporting helpful for the reporter to cover city events daily?

13. (a) List the ideal qualities of a good journalist.

Or

- (b) Explain the techniques of reporting science and technology.

14. (a) Discuss the importance of financial reporting.

Or

- (b) How will you conduct an investigation of a major event in the city for a news story?

15. (a) What are the points to be noted while doing development reporting?

Or

- (b) How will you write a book review?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Newspaper business is both an industry and public service. Amplify.
 17. Describe the structure of the reporting section in a news room.
 18. What is inverted pyramid style of writing news? Elaborate.
 19. Elaborate the process of sales and circulation of the printed newspaper daily.
 20. What is page make up? How is it undertaken in a daily? Explain with a newspaper you follow.
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30921

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 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 the questions

1. Sender.
2. Noise.
3. Gate keeping.
4. Spiral of Silence.
5. Selective exposure.
6. Public perception.
7. Cognitive dissonance.
8. Computer mediated Communication.
9. Participatory Communication.
10. Cultural barriers.

PART B — (5 × 5 = 25 marks)

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

11. (a) Describe the salient features of face to face communication.

Or

- (b) Write brief note on the functionalist theory of communication.

12. (a) Bring out the elements of White's Gate keeping model.

Or

- (b) Explain the distinct features of Cultivation theory.

13. (a) Discuss the merits and de merits of Agenda setting theory.

Or

- (b) Explain the diffusion of innovation theory.

14. (a) Write brief note on Social learning theory.

Or

- (b) Bring out the importance of media in the multi cultural society.

15. (a) What is political socialization?

Or

- (b) Discuss the role of media in public opinion making.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Elaborate the distinct features and advantages of Non verbal communication.
 17. Describe the principles of Authoritarian theory.
 18. Exemplify the applications of Audience theories in the Indian context.
 19. Briefly explain the contemporary trends in political communication in India.
 20. Discuss the evolution of Communication in Ancient India.
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30922

DISTANCE EDUCATION

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

Second Semester

ADVERTISING AND PUBLIC RELATIONS

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. PSA
2. Copy dominant advertisement
3. Slogan
4. Testimonial headline
5. Puffery
6. Bait-and-switch offers
7. ASCI
8. Lobbying
9. Inhouse journal
10. Press release

PART B — (5 × 5 = 25 marks)

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

11. (a) What do you understand by the term *Green advertising*? Explain with an example.

Or

- (b) Define *Institutional advertising* and distinguish it from product advertisements.

12. (a) Demonstrate the various types of layout used in print advertisements.

Or

- (b) *Differentiate copy writing* from journalistic writing and creative writing.

13. (a) Identify the differences between advertising, publicity and public relations.

Or

- (b) List the qualities of an effective PRO.

14. (a) Examine the need for an *Ombudsman* in the media industry.

Or

- (b) Assess the *significance of public relations* in creating a favourable *public opinion*.

15. (a) Analyse the *change in the advertisement strategies* of any two products of your choice during the COVID 19 period.

Or

- (b) Identify the association between the institutions of *politics and public relations*.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Illustrate the various stages in the process of *visualization and layout preparation*.
 17. *Classify* advertisements based on *target audience and purpose*. Give examples.
 18. Discuss the guidelines to be followed for commercial advertising in *AIR and distinguish them from that of FM channels*.
 19. Summarise the functioning of *Public Relations system in the Private Sector* in India.
 20. Critically evaluate the different forms of *new media as a platform for public relations*.
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30923

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 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 questions.

1. DAT
2. DASH
3. Acoustics
4. Bandwidth
5. Amplitude
6. Echo
7. Audio console
8. Synchronization
9. Digital recording
10. Special Audience programmes

PART B — (5 × 5 = 25 marks)

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

11. (a) Distinguish between acoustics and psycho-acoustics.

Or

- (b) Explain sound masking.

12. (a) What are the principles to be followed while writing for Radio?

Or

- (b) Explain the strength and weaknesses of audio medium.

13. (a) How would you plan for Radio programmes in general?

Or

- (b) Detail the various presentation skills of Radio Production.

14. (a) Discuss the directional characteristics of microphones.

Or

- (b) What are the important features that you would consider in selecting a microphone?

15. (a) Explain the broad classifications of radio programmes.

Or

- (b) What is Public Service Announcement? How does it differ from Commercials?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. What are the ground rules to be strictly followed for indoor and outdoor recording for audio production?
 17. How do computer software helpful for Digital recording? Analyse the advantages and disadvantages of Nerendo software in audio recording.
 18. How do you mount and produce an interview programme on the occasion of “WORLD AIDS DAY”? Give detailed script.
 19. Explain the various elements of Radio Talk Programme. How would you evolve a new format of Talk Show with your creativity?
 20. ‘Good Communicator is a Good Broadcaster’- Give your opinion about this statement with your experiences.
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30924

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 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 questions.

1. Linear editing
2. 'Blocking'
3. Chroma key
4. White balancing
5. Indoor and outdoor lighting
6. PAL and NTSC TV standards
7. Edit Decision List
8. Cut-away
9. Live Coverage
10. BGM

PART B — (5 × 5 = 25 marks)

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

11. (a) How would you control camera movement?

Or

- (b) Describe the different camera movements.

12. (a) List at least five different types of video lights.

Or

- (b) Name different parts of a typical video lighting equipment.

13. (a) Discuss the role and function of a typical production team.

Or

- (b) What issues would you consider in budgeting a program production?

14. (a) Distinguish between cast and attached shadow.

Or

- (b) Describe a typical ENG unit.

15. (a) What are the differences between in-door and outdoor shooting?

Or

- (b) Discuss the different types of prompting techniques.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. What are the key difference between shooting with single and multiple camera? What considerations go into composing a shot
 17. How would you manipulate the depth of a picture using a digital video camera?
 18. What is the role and responsibilities of the director and the cameraman?
 19. What issues would you consider in scheduling a program production?
 20. Distinguish between formative and summative evaluation with reference to TV production process.
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30931

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 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. Typography
2. Kerning
3. Colour Psychology
4. Raster
5. Brochure
6. 3D Modeling
7. Texturing
8. Morphing
9. Retouching
10. Thumbnail

PART B — (5 × 5 = 25 marks)

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

11. (a) What are the fundamental principles underlying the semiotic theory that underpins magazine visual design?

Or

- (b) Describe how alteration of elements of design can influence the design. Explain.

12. (a) What are the benefits of using a grid for layout for any design platform?

Or

- (b) Why do Gestalt Principles play such a crucial role in graphic design? Give an illustration with examples.

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

Or

- (b) Explain with an example what are complementary colours. Explain how they differ from split-complementary colours.

14. (a) What is Graphic Illustration? Explore the origins of graphic illustrations and how it is different from graphic design.

Or

- (b) What makes you a good graphic designer and what makes a Graphic designer stand out from others?

15. (a) What is the impact of design harmony? Describe three ways that you could include harmony into your logo design.

Or

- (b) How is designing for print media different from designing for digital media? Are you comfortable working with both?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the design components that a graphic designer or visual artist uses to create a great composition.
17. What are the key elements and components of newspaper layout that contribute to the aesthetic value of the newspaper? Discuss.
18. Describe the different types of layout which contribute the layout enhancement and the usual appearance of the design.
19. How would graphic design help you if you travelled to a country where you did not understand the language? Give two examples to back up your answer.
20. What is Colour Theory? What are the different types of Schemes and how it can be applied for various graphic communications?

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30932

DISTANCE EDUCATION

M.A.(J & MC) DEGREE EXAMINATION, MAY 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 the questions.

1. Communication Research
2. Panel studies
3. Benchmark
4. Hypothesis
5. Observation method
6. Sample
7. Reliability
8. Questionnaire
9. Non-parametric test
10. Ratio scale

PART B — (5 × 5 = 25 marks)

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

11. (a) Give a detailed account of the various steps that provide a useful procedural guideline regarding the Research Process.

Or

- (b) Is a framework of research methods and techniques required to conduct a study? If so, mention the need for the research design elements and their features.

12. (a) Elucidate the different types of True Experimental designs with illustrations.

Or

- (b) Describe the significance of Correlational Research along with its types.

13. (a) How important are samples for a study? Explain in brief the probability sampling techniques.

Or

- (b) Can qualitative data or characteristics be counted or measured using the Scales of Measurement? Explain by mentioning the classification of measurement scales.

14. (a) Why do you think Media Research is an essential topic for study? Explain its significance in today's world and context.

Or

- (b) Evaluate the requirements for the preparation of Research reports and also list out the characterizations of a dissertation or thesis.

15. (a) Explain the common Comparative scaling techniques with examples.

Or

- (b) Enumerate the difference between a Questionnaire and a Schedule.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Give a detailed account of the different types of quantitative research designs.
17. What is a Hypothesis? How it framed and what are its types?
18. What are the Non-probability sampling techniques? Why is this frequently adopted technique in research?
19. Based upon any area or issue of interest construct a Questionnaire with 10 to 15 items.
20. Why is the Case study approach a popular form of qualitative analysis? Mention its features and types.

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30933

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 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. Media piracy
2. Code of conduct
3. Certiorari
4. In-Camera Procedure
5. Canons of Journalism
6. GATT
7. Yellow Journalism
8. Infringement
9. Libel
10. Article 19(1) (a)

PART B — (5 × 5 = 25 marks)

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

11. (a) Write a brief note on the Directive Principles of State Policy.

Or

- (b) Discuss the Constitutionality and censorship of films.

12. (a) Discuss the principles of fairness, justice, and truth applied by journalists reporting crimes against women.

Or

- (b) Discuss the salient feature of the Working Journalist Act in detail.

13. (a) How can the application of ethics of a journalist lead to self-regulation? Discuss.

Or

- (b) Describe the functions and powers of Prasar Bharati.

14. (a) Bring out the code of self-regulation in advertising with relevant examples.

Or

- (b) Critically analyze the convergence bill for media and entertainment industries in India.

15. (a) Elaborate on the role, functions, and objectives of 'The Press Council of India'.

Or

- (b) Discuss the ethical constraints in reporting violence and brutality.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the constitutional provision for freedom of expression.
 17. Online streaming content in India is uncensored and there is a debate going on to include them in the censorship process. Discuss.
 18. Critically analyze the relevance of the RTI Act in relation to the rights of a citizen.
 19. What are the salient features of the Information technology Act, 2000?
 20. Elaborate on the code of ethics practiced in Indian Media.
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D-1499

Sub. Code

30941

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 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. Media Convergence
2. Empowerment
3. Globalization
4. Cultural Dependency
5. Proxemics
6. Dyadic communication
7. Decentralization
8. Social Progress Index
9. Dominant Paradigm
10. Knowledge Gap

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the role of education institution play toward community development in India.

Or

- (b) Discuss the committee that suggested a franchising structure to encourage local radio's use for growth and education?

12. (a) How effective is Indian Media in playing a role in development? Illustrate your answer with examples.

Or

- (b) Write a short note on
(i) Human Rights Approach to Development
(ii) Development Reporting

13. (a) Which media of communication does development support communication employ to exchange information?

Or

- (b) Identify the role that traditional media play in communication for development.

14. (a) What is the role of mass media in development according to modernization theorists?

Or

- (b) Trace the salient features of social and cultural aspects of the society as vital components of development.

15. (a) Determine the concepts in the framework of multiplicity and stresses the significance of the cultural identity of local communities.

Or

- (b) Give your own unique commentary on the Gandhian philosophy of development

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Briefly outline the statement of Wilbur Schramm, what is necessary for the modernization of the industrial or agricultural sectors in emerging countries?
17. Critically evaluate the contribution and strategies of traditional media toward the development of communication.
18. “Development has different concepts and perspectives” Explain some major concepts and definitions of development and their significance to India.
19. Examine the case studies that detail experiences in enhancing development communication.
20. Examine the statement “The development of interactive communication systems and the possibility of a Participatory development strategy are both results of current communication technologies.”

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30942

DISTANCE EDUCATION

M.A.(J & MC) DEGREE EXAMINATION, MAY 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. Hyperlink
2. Packet-switching
3. WAN
4. Plagiarism
5. Moblog
6. HTTP
7. Virtual Community
8. Vlogger
9. XML
10. Netizen

PART B — (5 × 5 = 25 marks)

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

11. (a) Deliberate how information and new media communication technology insist in education growth.

Or

- (b) Distinguish between e-commerce and m-commerce. Discuss their Purpose.

12. (a) Describe the process of social and cultural effects of new media.

Or

- (b) Examine how the information Overload affects the decision making while communication.

13. (a) How to optimize your content for search engine optimization and social media marketing?

Or

- (b) What sort of impact do media and entertainment have on our perceptions and values?

14. (a) Do you believe that technology has a significant impact on media content? Establish your point of view in relation to Reality Show.

Or

- (b) Write about the news apps and how they are useful for the news industry and common people?

15. (a) Briefly discuss mass society relationship with the betterment of communication process?

Or

- (b) Illustrate the importance of new media growth among the youth in thinking and creativity?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe Media convergence and how the smartphone that blends together various new media communication technologies.
 17. What advantages do traditional print newspapers have for entering the online news business what disadvantages do they have?
 18. Compare the print and online editions of any one of the mainstream newspaper in terms of content and design.
 19. “In this era of information explosion internet has created a new world of knowledge” Elaborate it with suitable example.
 20. Summarise the gap between information poor and information rich society increasing or decreasing?
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30943

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 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. Encoding and Decoding
2. Diagonal communication
3. Kinesics
4. Memo
5. Proximity
6. E-media
7. Agenda
8. Press Conference
9. Descriptive Feedback
10. Crisis management

PART B — (5 × 5 = 25 marks)

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

11. (a) Describe the various kinds of communication networks that exist in organizations.

Or

- (b) Discuss the 7C's of business communication with suitable examples.

12. (a) What effect does technology have on internal communication in businesses?

Or

- (b) Elucidate the scope and criteria for international communication.

13. (a) How crucial is listening in a conversation? And mention different obstacles to attentive listening.

Or

- (b) What is the difference between crisis communication and crisis management?

14. (a) Describe the duties of the chairperson and members in the meeting.

Or

- (b) Showcase the function of event management in corporate communications.

15. (a) Briefly outline the concept of corporate social responsibility and its strategies.

Or

- (b) Determine the important aspects of corporate culture in a working environment.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Corporate communication reflects how a business communicates with its stakeholders. Support the statement.
 17. What are the principles of an effective report? Discuss the various classifications of reports.
 18. List and explain the various kinds of interviews. Write a critical note on the dos and don'ts for an interview.
 19. Discuss the marketing communication techniques for new media advertising.
 20. Critically analyze how crisis management can change your business and customer relationships.
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