

D-6432

Sub. Code

30911

DISTANCE EDUCATION

M.A.(J & MC) DEGREE EXAMINATION, DECEMBER 2024.

First Semester

**INTRODUCTION TO JOURNALISM AND
MASS COMMUNICATION**

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Metaphor.
2. Kesari.
3. Hashtag.
4. Intrapersonal communication.
5. P C Joshi.
6. Mass culture.
7. Feedback.
8. Gutenberg.
9. Hieroglyph.
10. IFWJ.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Whether the basic model of communication by Lasswell still has its relevance comment.

Or

- (b) What type of changes internet has brought to mass media?

12. (a) Comment on the role of the India press in nationalist movement.

Or

- (b) Explain the recommendations of chanda committee.

13. (a) Express your views on radio as a tool of information.

Or

- (b) Briefly explain the history of Doordarshan.

14. (a) Examine the strength and limitations of ratio.

Or

- (b) Describe the origin and development structures of a newspaper.

15. (a) Delineate the development of news agencies industry in India.

Or

- (b) Briefly explain the growth of mass media in India.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Verbal communication is incomplete without nonverbal communication. Validate the statement
 17. Elaborate in detail, on the first and second press communications of India.
 18. Write a brief history of radio broadcasting in India. Analyze with any example of the contribution made by All India Radio to the economic and social development of the country.
 19. Compare and contrast the characteristics of print and electronic media.
 20. How has new media affected Indian society? Discuss its positive and negative aspects with examples.
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D-6433

Sub. Code

30912

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2024.

First Semester

EVOLUTION OF MEDIA

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Bengal Gazette.
2. Vertical ownership.
3. Lionel Fielden.
4. RNI
5. Vividh Bharathi.
6. Harijan.
7. Radio privatization.
8. Dadasaheb Phalke.
9. Puppet shows.
10. Nepotism.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Trace the outline the origin and evolution of newspapers.

Or

- (b) Explain the media industry influenced by the political scenario of a country.

12. (a) Explain reach and impact of Akashwani.

Or

- (b) Discuss the role and significance of the press as the fourth pillar of democracy.

13. (a) Write brief notes on social, political and economic issues before independence in India.

Or

- (b) Explain the evolution of private channels in India with special reference to news channels.

14. (a) What is documentary? How does it differ from a serial, or cinema?

Or

- (b) Write a short note on History of Tamil cinema.

15. (a) Explain the importance of folk media in India communication.

Or

- (b) Explain the emerging trends in digital journalism.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. How did the Indian opinion, young India and Harijan mould the public opinion in India?
 17. Illustrate media ownership patterns and its impact on media content. With suitable cases.
 18. Discuss the growth and development of community radio in social development. Comment.
 19. Analyze the Netflix effect on the film industry in India.
 20. How do you folk form influence our cultural patterns in Tamil Nadu? Explain with suitable examples.
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D-6434

Sub. Code

30913

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2024.

First Semester

PHOTOGRAPHY

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — ($10 \times 2 = 20$ marks)

Answer ALL the questions.

1. Focal length.
2. Kevin Carter.
3. Fish eye lens.
4. Golden ratio.
5. Bulb mode.
6. Candid Photos.
7. Flood lamp.
8. RAW.
9. Refraction.
10. Photo journalism.

SECTION B — ($5 \times 5 = 25$ marks)

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

11. (a) Trace the history and development of photography.

Or

- (b) Write a short note on the difference between exposure, f-stop, and shutter speed.

12. (a) What is a mirrorless camera? Advantages of the mirrorless camera to a digital single-lens reflex camera.

Or

- (b) Describe the aesthetics in photography.

13. (a) Compare and contrast artificial and natural light. Discuss their various types of sources.

Or

- (b) What are filters? Explain their functions.

14. (a) Enumerate the purpose of using a light meter.

Or

- (b) Write down the steps needed to take a panoramic photo.

15. (a) Discuss the recent trends in photo journalism.

Or

- (b) Differentiate between news photography and feature photography.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Enumerate the parts of a digital SLR and their functions with the help of a diagram.
 17. Explain the functions of aperture and shutter speed for better photography.
 18. Differentiate between artificial lighting and natural lighting.
 19. Express the views on the democratization of photography due to mobile phones that have cameras. How is this influencing the practice of photography?
 20. Define photojournalism. “A photograph says thousand words” – Explain the statement with example.
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D-6435

Sub. Code

30914

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2024.

First Semester

REPORTING & EDITING

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Fourth estate.
2. Elements of news.
3. News beat.
4. Editor-in-chief.
5. Newsworthy.
6. Crime reporter.
7. News desk.
8. Feature.
9. Proof reading.
10. Photojournalism.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) What do you understand by news values? Do they play a significant role in selecting news for the newspaper? Explain.

Or

- (b) Describe briefly the duties and responsibilities of the chief sub-editor of a daily newspaper.

12. (a) Discuss briefly the news values in news production.

Or

- (b) Name two primary factors that determine the selection of a news story.

13. (a) What is feature writing? What are the different kinds of features?

Or

- (b) Discuss briefly the techniques of editing news agency copies for a newspaper.

14. (a) What is the difference between editing a daily newspaper and a periodical?

Or

- (b) Elaborate on the importance of political reporting for newspapers.

15. (a) Why newspaper page makeup is giving so much importance on the application of technology?

Or

- (b) What is investigative journalism? Discuss the qualities of an investigative reporter.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. What are the major sources of news and how do check the authenticity of the information?
 17. Describe the important functions and principles of news editing.
 18. Discuss briefly the techniques of editing news agency copies for a newspaper. Does the policy of the newspaper have any influence on it?
 19. Critically analyze the news as information, education, and entertainment with examples.
 20. A photograph tells more than a thousand-words. Do you agree? Give an answer detailing the need for photography in journalism and the qualities of a photographer.
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D-6436

Sub. Code

30921

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2024.

Second Semester

THEORIES OF COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. What is meant by decoding?
2. What is the concept of "false consciousness"?
3. Define closure in Gestalt theory.
4. Define agenda – setting.
5. What is media convergence?
6. What do you mean by media bias?
7. Define the term ethnicity.
8. Who are active audience?
9. Define political discourse analysis.
10. What is the concept of participatory communication?

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Examine the behavioural theory of media effects and its limitations.

Or

- (b) Discuss the importance of the gatekeeping functions in mass media.

12. (a) Explain the key principles of Gestalt theory in communication.

Or

- (b) Analyse the ethical implications of mass media as a cultural industry.

13. (a) Compare early adopters and laggards in the diffusion of innovation theory.

Or

- (b) How does technological determinism view the impact of new technologies on society?

14. (a) Brief on the concept of cultural intermediaries in development communication.

Or

- (b) Mention the main assumptions of the hypodermic needle model and its limitations.

15. (a) Write a short note on audience fragmentation.

Or

- (b) Explain the concept of political polarization and its impact on communication.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Explain the functionalist and Marxist perspectives on communication with respect to the role of communication in society.
 17. Examine the relationship between media and politics in the context of agenda-setting.
 18. Discuss the impact of globalization on intercultural communication in detail.
 19. Explore the potential of digital media for empowering marginalized communities in developing countries.
 20. Analyze the impact of historical and philosophical foundations on western and eastern communication theories.
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Sub. Code

30922

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2024.

Second Semester

ADVERTISING AND PUBLIC RELATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Define an Ad copy.
2. What is meant by media buying?
3. What is display advertising?
4. What are testimonial headlines?
5. What is meant by appeal?
6. Define bridge.
7. Define public relations.
8. What is a press kit?
9. What is yield management?
10. What is CSR?

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Explain the significance of headlines in advertising effectiveness.

Or

- (b) Analyze the ethical considerations in advertising.

12. (a) Explain the concept of the AIDA model in advertising copywriting.

Or

- (b) Explain the main objectives of the code of commercial advertising on AIR.

13. (a) Critically analyze the role of the ASCI in regulating the advertising industry in India.

Or

- (b) Write a note on 'subliminal advertising' and its implications.

14. (a) Analyze the importance of employee relations in enhancing organizational culture.

Or

- (b) Mention the ethical considerations in public relations practice.

15. (a) Give a brief account on the key functions of a public relations officer.

Or

- (b) Brief on the role of public relations in corporate social responsibility (CSR).

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Discuss the various types of advertising media and their roles in a comprehensive advertising strategy.
 17. Examine the principles of effective advertising layout design.
 18. Elaborate the role of various departments within an advertising agency.
 19. Discuss the ethical responsibilities of PR professionals in maintaining transparency and credibility.
 20. Analyze the future trends in public relations in India, considering technological advancements and changing consumer behavior.
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D-6438

Sub. Code

30923

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2024.

Second Semester

AUDIO PRODUCTION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Define radio journalism.
2. Define the term 'niche programming'.
3. What is a vox pop?
4. What is meant by enunciation?
5. Define podcasting.
6. What is reverb?
7. What is DAW?
8. What is mastering?
9. What is the purpose of community radio?
10. Mention few lossy compressed audio formats.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Describe the different types of microphones and their uses in radio.

Or

- (b) Explain the key differences between a radio documentary and a radio feature.

12. (a) Give a brief account on the principles of frequency modulation and its advantages over AM.

Or

- (b) Discuss the advantages and disadvantages of podcasting.

13. (a) Analyze the role of local radio in fostering regional music and arts.

Or

- (b) Write a short note on MIDI and its applications in music production.

14. (a) Explain multi-track recording and its application in sound production.

Or

- (b) Discuss the role of psychoacoustics in audio engineering.

15. (a) Brief on the different types of audio file formats with their merits and demerits.

Or

- (b) Explain the process of audio editing using a DAW.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Critically analyze the role of writing and production skills in creating effective radio programs.
 17. Evaluate the challenges faced by community radio stations in sustaining operations and growth.
 18. Explain in detail about the challenges and techniques of mastering audio for different platforms.
 19. Discuss the evolution of sound recording from analog to digital, highlighting the key technological advancements.
 20. Critically examine the transformative role of sound recording in contemporary radio journalism and assess the ethical implications and challenges.
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D-6439

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30924

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2024.

Second Semester

VIDEO PRODUCTION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. What is the primary function of a tripod?
2. Define rough cut.
3. What does laying track mean?
4. What do you understand by the term signal encryption?
5. What are the advantages of non linear editing?
6. What is the purpose of green matte?
7. Define pace.
8. What is a compact flash card?
9. Who is a grip?
10. What is EDL?

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Analyse the importance of location scouting during preproduction.

Or

- (b) Write a note on the significance of props in story telling.

12. (a) Differentiate between linear and non-linear editing techniques.

Or

- (b) Discuss the impact of voiceovers in documentary production.

13. (a) Mention the advantages of using DTH services over traditional cable TV.

Or

- (b) Evaluate the role of shot organization and camera placement in creating visual clarity.

14. (a) Give an brief account on the role of timecode in synchronizing audio and video tracks during post-production.

Or

- (b) Analyze the impact of mirror effects on the visual aesthetics of a film.

15. (a) Explain the difference between analog and digital video formats.

Or

- (b) Discuss the various lighting techniques used in studio production.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Discuss about the importance of each key role within a production in detail.
 17. Explain the different types of shots and camera movements in detail.
 18. Evaluate the role of special effects in modern video production, providing examples of how they contribute to the narrative.
 19. Analyze the advantages and disadvantages of single-camera shooting technique.
 20. Discuss the role of chroma key techniques in modern filmmaking for using on their applications in creating special effects and virtual environments.
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D-6440

Sub. Code

30931

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2024.

Third Semester

GRAPHIC COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. **Thumbnails.**
2. **Negative space.**
3. **Berliners.**
4. **Postscript.**
5. **Letterhead.**
6. **TIFF.**
7. **CRT monitors.**
8. **Achromatic colors.**
9. **Opinion pages.**
10. **Typography.**

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Write a brief note on the different types of visuals.

Or

- (b) Mention the various functions of a good design.

12. (a) Differentiate between editorial pages and open opinion pages.

Or

- (b) Discuss the role of computers in modern design workflows, specifically in publication design.

13. (a) Briefly explain the role of design in public relations.

Or

- (b) Compare and contrast line drawing displays and raster scan displays.

14. (a) Write a short note on ray tracing.

Or

- (b) Explain bezier curves and surfaces.

15. (a) Briefly explain the concept of “dummying” in the design process.

Or

- (b) Explain the importance of repetition and rhythm in creating a sense of unity and visual flow in a design.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. “Layout enhances the appearance of design” – Analyse and describe the different types of layout.
 17. Explain the various elements of design in detail.
 18. Explain the concept of colour theory and its application in creating colour palettes.
 19. Briefly explain the key elements to be considered in designing a effective poster and sketch a simple design layout for the poster.
 20. Discuss in detail about parametric surfaces and their advantages in 3D modeling.
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D-6441

Sub. Code

30932

DISTANCE EDUCATION

M.A.(J & MC) DEGREE EXAMINATION, DECEMBER 2024.

Third Semester

COMMUNICATION RESEARCH METHODS

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — ($10 \times 2 = 20$ marks)

Answer ALL the questions.

1. Discourse analysis.
2. Inferential statistics.
3. Validity.
4. Stratified sampling.
5. Citations.
6. Non-parametric statistics.
7. SPSS.
8. Correlational research.
9. Sampling frames.
10. Infographics.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Mention the strengths and weakness of survey method in communication research.

Or

- (b) Analyse the importance of communication research in contemporary society.

12. (a) Explain the importance of data analysis techniques in research.

Or

- (b) Brief on how questionnaires and schedules differ in data collection.

13. (a) Differentiate between uni-variate and bi-variate analysis with examples.

Or

- (b) Write a short note on the concept of validity in testing.

14. (a) Discuss the advantages and disadvantages of using convenience sampling in communication research.

Or

- (b) Explain the difference between focus groups and in-depth interviews.

15. (a) Describe the importance of choosing appropriate graphical representations for data presentation.

Or

- (b) Describe three common measures of central tendency and their appropriate to usage.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Describe the components of a research design and their significance in conducting a research study.
 17. Discuss in detail about the various types of probability sampling techniques with examples.
 18. Analyze the ethical challenges associated with conducting media research in detail.
 19. Briefly describe three main categories of data collection. Give an example of each.
 20. List the key sections of a research report and briefly explain the purpose of each section.
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Sub. Code

30933

DISTANCE EDUCATION

M.A.(J & MC) DEGREE EXAMINATION, DECEMBER 2024.

Third Semester

MEDIA LAWS AND ETHICS

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Obscentiy.
2. Article 19(2).
3. U/A.
4. Cyber Act.
5. Paid news.
6. Self regulation.
7. Pragmatic ethics.
8. Libel.
9. Puffery.
10. GATT.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Discuss the importance of a code of ethics for media professionals.

Or

- (b) Differentiate between trademark and copyright in the context of media content.

12. (a) Outline the main divisions of the Indian constitution and their significance.

Or

- (b) Write a short note on chequebook journalism.

13. (a) Write about Broadcasting Regulatory Authority of India (BRAI).

Or

- (b) What is investigative journalism? Discuss the qualities of an investigative reporter.

14. (a) Write about cinematograph Act of 1952.

Or

- (b) Analyze the role of digital rights management technologies in combating piracy of media products.

15. (a) Give a brief note on cyber crimes.

Or

- (b) Enumerate the core functions of WIPO.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Explain the functions and powers of press council of India.
 17. Explain in detail about the information and technology Act, 2000.
 18. Examine the ethical considerations involved in reporting on vulnerable population.
 19. Write a detailed note on the broadcast bill and sections relevant to it.
 20. Discuss the objectives and scope of the official secrets Act in India.
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D-6443

Sub. Code

30941

DISTANCE EDUCATION

M.A.(J & MC) DEGREE EXAMINATION, DECEMBER 2024.

Fourth Semester

DEVELOPMENT COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Innovators.
2. Dysfunction.
3. NWICO.
4. Individualism.
5. Magic bullet theory.
6. Mazdoor Manzil.
7. E-chaupal.
8. Wood's triangle.
9. Folk media.
10. DSC.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Analyze the prevailing development issues in contemporary society.

Or

- (b) Explain the drawbacks of the industrialization approach to development.

12. (a) Write a note on the adopter categorization on the basis of innovativeness.

Or

- (b) “Mass media technologies act as drivers of social change” – discuss.

13. (a) Describe the importance of self-reliance in development.

Or

- (b) Analyze the key features of Etawah experiment.

14. (a) Write a short note on Kheda project.

Or

- (b) “Traditional radio rural forms face competition from online communication” – Discuss.

15. (a) Write the key features of the powerful effects model.

Or

- (b) Evaluate the importance of development participation in communication initiatives.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Critically evaluate the strengths and weaknesses of the evolutionary model in explaining development processes.
 17. Explain how the concept of self-reliance has transformed the approach to development in the contemporary world.
 18. Analyze the impact of mass media on behaviour change regarding development issues.
 19. Write in detail about the role of mobile health initiatives.
 20. Evaluate the impact of community-based radio programs on agricultural extension and knowledge dissemination.
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D-6444

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30942

DISTANCE EDUCATION

M.A.(J & MC) DEGREE EXAMINATION, DECEMBER 2024.

Fourth Semester

NEW MEDIA COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. WAN.
2. m-commerce.
3. HTTP.
4. Cyber journalism.
5. Digital divide.
6. Connotation.
7. Telly.
8. ICT.
9. Hyperlink.
10. Search engine.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Explain the structure of an optical fibre cable and mention its benefits.

Or

- (b) Write a brief note on the purpose of using bookmarks in a web browser.

12. (a) Differentiate between web directory and search engine with their pros and cons.

Or

- (b) Write a short note on content management system.

13. (a) Define the concept of information overload and explain its effects on individuals.

Or

- (b) Explain the importance of the right to information in the contemporary scenario.

14. (a) Outline the key components of introducing a program on a media platform.

Or

- (b) Develop a marketing strategy for a new product.

15. (a) Draft a curriculum vitae (CV) for a position in the media industry.

Or

- (b) Analyze the privacy concerns associated with social networking platforms.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Discuss the different types of internet connections and mention their advantages and disadvantages.
 17. Discuss the strategic considerations and challenges involved in managing online editions of newspapers.
 18. Analyze how new media platforms empower individuals and marginalized groups in society.
 19. Explain the benefits of reading novels and other extensive reading materials in developing your overall communication skills.
 20. Briefly explain the concept of emerging communication technologies like Internet of Things (IoT) and discuss its impact on our lives.
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D-6445

Sub. Code

30943

DISTANCE EDUCATION

M.A.(J & MC) DEGREE EXAMINATION, DECEMBER 2024.

Fourth Semester

CORPORATE COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Corporate Identity.
2. Crisis management.
3. Campaign creative.
4. Corporate social responsibility.
5. Influencer relations.
6. Social media.
7. Philanthropy.
8. Logos.
9. Call to action.
10. PR.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Describe the role of philanthropy in corporate social responsibility.

Or

- (b) Analyse the role of storytelling in effective corporate communication.

12. (a) Outline the importance of selecting the right distribution channels in marketing communication.

Or

- (b) Describe the various promotional tools and techniques used in marketing communication.

13. (a) Examine the ethical considerations involved in persuasive communication.

Or

- (b) Briefly explain the concept of corporate social responsibility.

14. (a) Discuss various techniques for conflict resolution.

Or

- (b) Analyze the role of social media in shaping public perception during corporate crises.

15. (a) Mention the key components of an effective disaster communication plan.

Or

- (b) Social media has become a powerful tool for marketing communication – Discuss.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Explain the scope and functions of corporate communication in detail.
 17. Discuss the steps involved in campaign planning for advertising and marketing communication.
 18. Outline the key principles of effective crisis communication during a public relations crisis.
 19. Critically assess the ethical considerations involved in media relations.
 20. “Communication is the life blood of any business organization”. Comment and explain objectives of business communication.
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