

**D-4439**

**Sub. Code**

**30911**

DISTANCE EDUCATION

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

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. Decoding
2. Selective retention
3. Cultural Communication
4. Downward Communication
5. Celebrity Endorsement
6. Horizontal Chain of Communication
7. TRAI
8. PTI
9. Advertorials
10. Paid News.

PART B — (5 × 5 = 25 marks)

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

11. (a) Describe the Lass well model of Communication.

Or

- (b) Sketch out the David Berlo's model of Communication.

12. (a) Bring out the details of democratic participant theory.

Or

- (b) Discuss the significant recommendations of Joshi committee.

13. (a) Exemplify the organizational structure of Doordarshan.

Or

- (b) Discuss in detail the functions of DAVP.

14. (a) Bring out the key guidelines of Press Council of India.

Or

- (b) Critically assess the nature, content presentation style of FM radios.

15. (a) Discuss the significance of media education in India.

Or

- (b) Enlist the limitations of mass media.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Distinguish the linear model from Non-Linear model of Communication.
  17. Exemplify the significant contributions of internet technology to the society.
  18. Discuss the pros and cons of the report of Varghese Committee.
  19. Exemplify the salient features of DTH technology.
  20. Describe the present status of mass media in India.
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**D-4440**

**Sub. Code**

**30912**

DISTANCE EDUCATION

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

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. Community Radio
2. Indian Opinion
3. Sculptures
4. Alam Ara
5. Gyanvani
6. SITE
7. Terrestrial broadcasting
8. Parallel cinema
9. Docu-drama
10. Puppet shows

PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss the origin and development of Magazine Journalism in India.

Or

- (b) Give a short note on first war of Independence of Indian press.

12. (a) Elaborate the development of radio as a communication medium.

Or

- (b) Write a short note on the functions of Television.

13. (a) Describe the prospects of Indian press.

Or

- (b) Compare and contrast AM and FM radio broadcasting.

14. (a) Delineate the history of silent era of films.

Or

- (b) Describe film as a medium of communication.

15. (a) Discuss the development of Indian cinema after Independence.

Or

- (b) Differentiate Parallel cinema from Commercial cinema.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the early efforts to publish Newspaper in different parts of India.
  17. Discuss the potential prospects of public service broadcasting in India.
  18. Elucidate the issues and problems of India cinema.
  19. Explain the advantages and disadvantages of online Journalism in India.
  20. Explore the advantages and disadvantages of social media handles.
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**D-4441**

**Sub. Code**

**30913**

DISTANCE EDUCATION

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

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. Aperture
2. Shutter
3. Lens
4. DSLR
5. Medium format
6. Depth of field
7. Reflection
8. Portrait
9. Viewfinder
10. Zoom lens

PART B — (5 × 5 = 25 marks)

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

11. (a) What is picture composition?

Or

- (b) How will you specialise in advertising photography?

12. (a) Being in conflict situation as a photographer is extremely stressful. Why?

Or

- (b) What are news photographs?

13. (a) How will you plan a photo essay?

Or

- (b) Will colour add value to photographs? Amplify.

14. (a) List the desirable qualities of a photojournalist.

Or

- (b) Preparing for an assignment it is a process one should get trained in substantiate.

15. (a) Technology has made everyone a photographer. Do you agree? Elaborate.

Or

- (b) Filmless cameras provide the opportunity for unlimited experimentation comment.



PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the functions and purposes of carrying out a photo feature.
  17. List out the difficulties in photographing people for your practical record work
  18. Improvement of indoor lighting has led to creative experimentation. How has it impacted model photography?
  19. Describe the salient features of product photography as a career.
  20. Discuss the different types of cameras you have studied and note down their characteristics.
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**D-4442**

**Sub. Code**

**30914**

DISTANCE EDUCATION

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

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. Freelance reporter
2. Advocacy Journalism
3. Breaking News
4. Civic Reporting
5. Cheque book journalism
6. Data visualization
7. Features
8. Circulation department
9. Copy desk
10. Voice Over

PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss the role and functions of Journalism in the society.

Or

- (b) Bring out the key elements of news which enhance the news value.

12. (a) Enlist the basic skills required to become a political reporter.

Or

- (b) Explain the current status of education news reporting in India.

13. (a) Describe the contemporary trends in Newspaper editing.

Or

- (b) Enlist the importance of circulation department in the Newspaper.

14. (a) Explicate the basic principles of news editing.

Or

- (b) List out the content presentation styles of regional magazines.

15. (a) Enlist the role and responsibilities of a resident editor in a Newspaper.

Or

- (b) Discuss the functions of sub editors in the Newspaper.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the various types of news with suitable examples.
  17. Discuss the different types of news reporting with examples.
  18. Exemplify the ethical dimensions to be followed in investigative reporting.
  19. Sketch out the organizational structure of the regional Newspaper management.
  20. Describe the steps and precautions to be adhered in news editing.
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**D-4443**

**Sub. Code**

**30921**

DISTANCE EDUCATION

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

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. Group Communication
2. Magic bullet theory
3. Audience analysis
4. Proxemics
5. Opinion leaders
6. Perception
7. Innovation
8. Framing
9. Encoder
10. Public opinion

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain in brief Grapevine Communication and how it can be handled?

Or

- (b) Throw some light on the significance of Cross-cultural Communication in eliminating conflicts and promoting harmony.

12. (a) “Long-term exposure to media shapes how the consumers of media perceive the world and conduct themselves”. Explain.

Or

- (b) Discuss the Propaganda theory and how Propaganda works in Mass Media?

13. (a) Elucidate how Communication has evolved over the past few decades and the new methods of communication.

Or

- (b) Give a detailed account of the Social Learning Theory.

14. (a) How does Communication play an important role in the process and formation of Public Opinion?

Or

- (b) List the pros and cons of how technology shapes social change with regard to the Technological Determinism Theory.

15. (a) Explain how the socioeconomic status of people affects the acquirement or absorption of information and knowledge from the Mass media.

Or

- (b) With a suitable example, explain how western theories can be used in the Indian context.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. How do you think the Media systems can be controlled, and operated by the government, authority, leader, and public? Explain with instance to the Theories of Press.
17. Give a detailed account of the elements and the five stages of the Diffusion of innovation theory.
18. Describe the central concept of the Marxist interpretations of communication.
19. Explain any two Communication theories that guide Behaviour change.
20. Are the audience influenced by the information shared by mass media? Explain the importance of an audience-centered approach to communication.

**D-4444**

**Sub. Code**

**30922**

DISTANCE EDUCATION

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

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 the questions.

1. AIDA
2. Media Mix
3. Corporate Social Responsibility
4. Creative Boutique
5. Full Service Advertising Agency
6. Media bias
7. Rational Appeal
8. News Release
9. Indirect advertising
10. Media Buying Agency



PART B — (5 × 5 = 25 marks)

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

11. (a) What is the inverted pyramid style? Write a press release in inverted pyramid style.

Or

- (b) Explain the different steps involved in advertising planning and decision-making.

12. (a) Discuss the role and function of advertising in the Indian context.

Or

- (b) Determine the limitations of Advertising. Support with examples.

13. (a) Explain the benefits of the press conference for a public relations manager.

Or

- (b) What are Advertorials? How are they used for Public Relations?

14. (a) Design a PR campaign for any government organization.

Or

- (b) What are the various Buying Motives that an advertiser can appeal to?

15. (a) What is the role of research in public relations?

Or

- (b) Explain the functions and scope of E-Public Relations in the Indian context.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Define the term advertisement. Explain the different types of advertisement.
  17. Explain how the media planning process depends on total advertising objective and strategy and what are the different stages of the process?
  18. Develop segmentation strategies and selection of advertising media for marketing the institution.
  19. Illustrate the importance of new age media in the context of PR with a support of PR campaign.
  20. “Feedback is totally neglected in Public Relations activity”. Do you agree with this comment?
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**D-4445**

**Sub. Code**

**30923**

DISTANCE EDUCATION

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

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. High Fidelity sound
2. Mono and Stereo
3. Audio Console
4. Dynamic microphone
5. Sample rate
6. Hertz
7. MIDI
8. Acoustics
9. Nagra
10. Radio play

PART B — (5 × 5 = 25 marks)

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

11. (a) What is the Reverberation of sound? How it can be treated in a living room?

Or

- (b) Explain the latest innovative developments in radio communication.

12. (a) How multi-track recording works in the means of music production?

Or

- (b) Describe the live ambiance and nature sound effects recording using a different microphone.

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

Or

- (b) What do you understand by public service broadcasting? How is it different from private broadcasting?

14. (a) Describe the importance of freelance stringers reporting for radio.

Or

- (b) What do you mean by writing for a mass audience? What are the guidelines one has to follow on the radio?

15. (a) Why do we need to understand communities in the present context? Explain with examples.

Or

- (b) Explain the working process of dynamic microphones and condenser microphones.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the fundamentals of news reporting in public service broadcasting organizations using the structure of private radio news.
17. How do Campus Radio stations serve as cultural unifiers and connect students through music and news?
18. Discuss the program pattern of a radio station of your choice. What improvements can you offer to make it more popular?
19. “Radio news bulletin provides fragmented news. Does it help in the audience understand the contemporary situations in the right perspective”? Discuss with arguments.
20. Discuss the special features of radio as a mass medium. Is it predominantly a rural medium? Elucidate.
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**D-4446**

**Sub. Code**

**30924**

DISTANCE EDUCATION

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

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. Art department
2. Production Designer
3. Matte box
4. Jump cut
5. Premiere show
6. XLR microphone
7. Audio synchronizing
8. Chromo key
9. PCR
10. Blue-ray disk.

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain various elements of the pre-production stage in radio programming.

Or

- (b) Write short notes on a single camera and multi-camera production.

12. (a) Write in detail the different types of camera shots and angles in the film.

Or

- (b) Explain the live studio operations for television.

13. (a) Explain the differences between the principles of continuity editing and montage with suitable examples.

Or

- (b) What are the six important stages of post-production in filmmaking?

14. (a) Explain the concept behind the floor plan for a T.V. Studio.

Or

- (b) Discuss the key problems involved in the event show of live production.

15. (a) Explain how graphics and titling get more importance in television production.

Or

- (b) Explain the importance and function of a production control room.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain in detail the roles and responsibilities of the art director.
  17. 'Documentary is a creative treatment of reality'. Comment on this statement with relevant examples.
  18. Describe in detail the various methods of mixing sound effects, selecting sound effects and producing sound effects.
  19. Illustrate the difference between acting onstage drama and acting for TV production serial.
  20. Explain the various multimedia components such as microphone, sound cards, titling and optical disk.
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**D-4447**

**Sub. Code**

**30931**

DISTANCE EDUCATION

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

Third Semester

GRAPHIC COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Abstract shapes.
2. Mnemonic Visuals.
3. Tabloids.
4. Collate.
5. Screen Interaction.
6. Collateral Materials.
7. Data Glove.
8. Encapsulated Postscript.
9. Ray Marching.
10. Achromatic Colors.

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention the different layout stages with illustrative examples.

Or

- (b) Explain the difference between serif and sans-serif typefaces in typography with relevant examples.

12. (a) Compare and contrast the concepts of additive and subtractive color mixing.

Or

- (b) Write a brief note on the crucial elements of a magazine layout.

13. (a) Explain the importance of a logo and letterhead in creating a brand identity.

Or

- (b) Differentiate between promotional and advertising.

14. (a) Write a short note on Polygon scan conversion.

Or

- (b) Briefly explain the 3D Transformation functions.

15. (a) Discuss the key components of effective newspaper photography.

Or

- (b) Define hierarchy and explain its importance in creating effective layouts.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the principles of design in detail.
17. Describe the various sections typically found in a newspaper and their functionalities.
18. Elaborate on the advantage Graphic Design in Public Relations in the contemporary scenario.
19. Describe different techniques used to identify and remove hidden lines in 3D models for creating realistic renderings.
20. Write a detailed note on the different file formats used for storing digital images.

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**D-4448**

**Sub. Code**

**30932**

DISTANCE EDUCATION

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

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. Content Analysis.
2. Induction.
3. Ethnography.
4. Chi-Square Test.
5. Cluster Sampling.
6. Bibliography.
7. Jamovi.
8. Longitudinal Research.
9. Website Analytics.
10. Infographics.

PART B — (5 × 5 = 25 marks)

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

11. (a) Differentiate between experimental and quasi-experimental research designs.

Or

- (b) Explain the process of content analysis in communication research.

12. (a) “Dairy method as a tool for data collection” – Analyse.

Or

- (b) Write a short note on random sampling method.

13. (a) How does parametric statistics differ from non parametric statistics?

Or

- (b) Discuss the advantages and disadvantages of using SPSS for data analysis.

14. (a) Write a short note on the concept of reliability in testing.

Or

- (b) “Media research can bias reporting” – Discuss.

15. (a) Discuss the advantages and disadvantages of using structured interviews.

Or

- (b) Differentiate between bar charts and histograms.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the elements of research and their significance in the research process.
  17. Explain the key components and importance of report writing in research.
  18. Describe the components of a research proposal and emphasize the importance of the literature review section.
  19. Describe measures of central tendency and how they are applied in analyzing data within communication research.
  20. Evaluate the strengths and limitations between quantitative and qualitative research methods in communication studies.
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**D-4449**

**Sub. Code**

**30933**

DISTANCE EDUCATION

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

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 questions.

1. Article 368.
2. Self-Censorship.
3. CBFC.
4. Copyright.
5. Slander.
6. Sting Operations.
7. Canons of Journalism.
8. Utilitarian Ethics.
9. Palming off.
10. GATT.

PART B — (5 × 5 = 25 marks)

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

11. (a) Describe the duties and rights of Press Council of India.

Or

- (b) Explain the scope and limitations of the Right to Freedom of Speech.

12. (a) Critically assess the role of Cinematograph Act, 1952, in regulating obscenity in films and other visual media.

Or

- (b) Differentiate between a Fundamental Rights and a Directive Principle of State Policy.

13. (a) Mention the fundamental elements of code of ethics for advertising.

Or

- (b) Mention the salient features of Copy Rights Act.

14. (a) Briefly mention about the features of Cyber Law.

Or

- (b) Explain the code of ethics of Print Media.

15. (a) Define WIPO and explain its primary objectives.

Or

- (b) Mention the powers regarding the Indecent Representation of Women Act.



PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain defamation its types and defences.
  17. Explain the challenges in defining and regulating obscenity in India.
  18. Write a detailed note on the Broadcast Bill and sections relevant to it.
  19. “Investigative journalism often requires journalists to navigate complex ethical dilemmas” – Discuss.
  20. Outline the main divisions of the Indian Constitution and their significance in detail.
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**D-4450**

**Sub. Code**

**30941**

DISTANCE EDUCATION

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

Fourth Semester

DEVELOPMENT COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. IPDC.
2. Magic Multipliers.
3. Development discourse.
4. Resilience.
5. Social Constructivism.
6. Collectivism.
7. Hypodermic needle theory.
8. Mazdoor Manzil.
9. Empathy.
10. Community Radio.

PART B — (5 × 5 = 25 marks)

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

11. (a) Analyze the key factors that contribute to the dynamics of development.

Or

- (b) Briefly explain the central ideas of the Dominant Paradigm of development.

12. (a) Explain the diffusion of innovations model.

Or

- (b) Analyze development support communication's role in facilitating participatory development processes.

13. (a) Bring out the characteristics of Gandhian Model of Development.

Or

- (b) Analyse the role of NGO's in development.

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

Or

- (b) "Radio Rural programs often rely on audience participation" – Discuss.

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

Or

- (b) Examine the role of communication technologies in promoting development objectives.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the psychological variable model of development in detail.
  17. Discuss the advantages and disadvantages of using traditional media for development communication.
  18. Evaluate the role and significance of the PIB in shaping government communication strategies.
  19. Analyse the importance of story telling techniques in development communication strategies.
  20. Discuss the relationship between development support communication and empowerment initiatives aimed at marginalized groups.
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**D-4451**

**Sub. Code**

**30942**

DISTANCE EDUCATION

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

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 questions.

1. MAN.
2. Bookmarks.
3. Web Directories.
4. Feed.
5. Media Convergence.
6. Imagery.
7. Cultural Alienation.
8. Social Networking.
9. CSLIP.
10. Extensive reading.

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the advantages and disadvantages of using dial-up internet connections.

Or

- (b) Briefly describe the role of a DNS in accessing websites.

12. (a) Briefly explain the term “M-Commerce” and its significance in the digital marketplace.

Or

- (b) Discuss the importance of inserting hyperlinks in a website for user navigation.

13. (a) Explain how social media platforms are used for social empowerment and community building.

Or

- (b) Describe the concept of the “Digital Divide” among populations.

14. (a) Explain the difference between connotation and denotation with examples.

Or

- (b) Write a news report on a recent event or issue.

15. (a) Draft a Curriculum Vitae (CV) for a position in the media industry.

Or

- (b) Write a brief note on Cyber journalism.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Briefly explain the concept of emerging communication technologies like Internet of Things (IoT) and discuss its on our lives.
17. Explain in detail about the functions and features of a Web Browser.
18. Discuss the various security issues associated with e-publishing on the internet in detail.
19. Discuss the concept of the “Knowledge gap” and its relationship to cultural elimination in the context of new media.
20. Create a short story inspired by a media-related theme, using your own creativity.

**D-4452**

**Sub. Code**

**30943**

DISTANCE EDUCATION

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

Fourth Semester

CORPORATE COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Corporate Communication.
2. Disaster Management.
3. 4P's.
4. Greenwashing.
5. Media Pitch.
6. Philanthropy.
7. Pathos.
8. Constructive Feedback.
9. PR.
10. Upward Communication.



PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss the elements that contribute to a strong corporate identity.

Or

- (b) Brief on conference management and its core objective.

12. (a) Discuss the steps involved implementing an integrated marketing communication strategy.

Or

- (b) Write a note on the importance of feedback in communication.

13. (a) Outline the key principles of Disaster Communication Management.

Or

- (b) Explain the role social media can play in managing a corporate crisis.

14. (a) Mention the objectives and principles of Corporate Crisis Management.

Or

- (b) Analyse the benefits of using a promotional mix in marketing communication.

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

Or

- (b) Outline the key elements of a comprehensive internal communication strategy.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the concept and components of corporate culture and its impact on organizational behaviour and performance.
  17. Explain the concepts of the 4P's in marketing communication strategy and discuss their significance.
  18. Explain about the various components of a media relations strategy.
  19. Describe the fundamentals steps involved in planning a successful event.
  20. "Communication is the life blood of any business organization". Comment and explain objectives of business communication.
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