

D-2427

Sub. Code

30911

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 2026.

First Semester

**INTRODUCTION TO JOURNALISM & MASS
COMMUNICATION**

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Counterculture.
2. Artifacts.
3. Dyadic.
4. Entropy.
5. Yellow Journalism.
6. AINEC.
7. Harm Minimization.
8. Technological Determinism.
9. Media Synergy.
10. Prasar Bharati.

PART B — (5 × 5 = 25 marks)

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

11. (a) Analyze the importance of feedback in the human communication process.

Or

- (b) Compare linear and non-linear models of communication.

12. (a) Discuss the role and functions of the press in shaping public opinion.

Or

- (b) Explain the Libertarian theory of the press with its relevance in modern democratic societies.

13. (a) Mention one recommendation of the Verghese Committee and explain its significance.

Or

- (b) Brief on the main objectives of the First Press Commission in India.

14. (a) Explain the impact of DTH and cable revolution on the accessibility and diversity of television content in India.

Or

- (b) Briefly describe the objectives and functions of the Press Information Bureau.

15. (a) Write a short note on the role and functions of the Indian News Service in India's media landscape.

Or

- (b) Distinguish between the audience engagement patterns of television and new media platforms.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the Shannon-Weaver model of communication and its significance.
 17. Discuss the types of communication and explain why they are important.
 18. Explain the key principles of the Press Council of India's Code of Ethics.
 19. Discuss the significance of media educational institutions in India in shaping the future of journalism and mass communication.
 20. Examine the extent to which the limitations of each mass medium can be mitigated through the adoption of hybrid communication models.
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D-2428

Sub. Code

30912

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, MAY 2026.

First Semester

EVOLUTION OF MEDIA

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Vernacular Press Act
2. Hicky's Bengal Gazette
3. Community Radio
4. Frequency Modulation
5. Audience Rating
6. Censorship
7. Street Theatre
8. E-Publishing
9. Expository Documentary
10. Biopic

PART B — (5 × 5 = 25 marks)

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

11. (a) Analyse the link between political freedom and press freedom in colonial India.

Or

- (b) Brief on the impact of radio technology on rural communication in India.

12. (a) Briefly discuss the advantages and limitations of state-owned television channels.

Or

- (b) Write short notes on the social implications of the digital divide in India.

13. (a) Explain how Gyan Vani supports distance education in India.

Or

- (b) Mention the major features of parallel cinema in India.

14. (a) Outline the communicative value of storytelling as a folk medium.

Or

- (b) Analyse the benefits and challenges of online journalism in the digital era.

15. (a) How has new media influenced audience participation and interactivity?

Or

- (b) Classify television programmes into major categories and briefly describe each with examples.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Critically assess the contribution of nineteenth-century newspapers and magazines to nationalist movements in India.
 17. Discuss in detail the technological advancements in radio from crystal sets to digital radio.
 18. Explain the nature, scope, and audience diversity of television as a mass communication medium.
 19. Evaluate the concept, objectives, and significance of documentary filmmaking in India.
 20. Suggest strategies for preserving and promoting traditional media in the face of modern digital competition.
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D- 2429

Sub. Code

30913

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, MAY 2026.

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. Define 'depth of field' in photography.
2. Name two types of lenses used in professional photography.
3. What are the different types of viewfinders used in cameras?
4. Define dispersion of light and name the phenomenon responsible for rainbow formation.
5. Define the term 'color temperature' in relation to light sources.
6. What is the purpose of using barn doors in photography lighting?
7. Abbreviate NPPA.
8. What is Picture post?

9. Define low key lighting.
10. What is Photojournalism?

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention the key differences between a TLR and an SLR camera.

Or

- (b) Write short note on the different angles of view and their role in perspective control.

12. (a) Explain the principles of reflection and refraction of light in relation to camera optics.

Or

- (b) Brief on the functions and advantages of using a tripod in photography.

13. (a) Write about the advantages and disadvantages of using natural light in outdoor photography.

Or

- (b) Discuss the importance of lighting and composition in portrait photography.

14. (a) Assess the impact of technology on photography.

Or

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

15. (a) How does body language play a role in photography?
Discuss.

Or

- (b) Mention the seven news values that determine the worthiness of a story.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the different parts of a camera and their functions with a labeled diagram.
17. Compare the different types of camera lenses and their impact on image formation.
18. Explain the Three-Point Lighting system in detail with a diagram.
19. Mention the factors that can deteriorate photographs? Discuss the measures that can be taken to store photographs for a long time.
20. 'Photo booths are a great example of old and new technology working together'- Comment on the statement.
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D-2430

Sub. Code

30914

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, MAY 2026.

First Semester

REPORTING & EDITING

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Contrast Lead
2. Design and Layout
3. Paper Supplements
4. Light leader
5. Editorial Freedom
6. Modus Operandi
7. Sources of news
8. Conflict
9. Soft News
10. Attribution

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Brief on the main news values.

Or

- (b) Write a short note on any four sources of news.

12. (a) "News has become more interpretative with the growth of 24 hours news television"-Discuss.

Or

- (b) Elucidate the techniques of good journalistic writing with examples.

13. (a) Analyse how layout and design influence editorial decisions in magazines.

Or

- (b) Write the characteristics of Editorial and mention the types.

14. (a) Brief the duties and responsibilities of the chief Sub editor of a daily newspaper.

Or

- (b) Describe the differences in editing style between newspapers and Web.

15. (a) Newspaper editing is both an art and a craft- Discuss.

Or

- (b) Give an account on the duties of resident editor.

SECTION C — (3 × 10 = 30 marks)

Answer any **THREE** questions.

16. Discuss the essential elements of news and explain how they contribute to making a story newsworthy.
 17. Examine and explain with examples how new technologies have transformed news reporting.
 18. Explain the different types of headlines with examples.
 19. Describe the role and functions of the copy desk in a newsroom.
 20. Explain the organizational structure of a newspaper in detail.
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D-2431

Sub. Code

30921

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, MAY 2026.

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. Networking
2. Functionalism
3. Id
4. Authoritarian
5. Cognitive
6. Laggards
7. Papyrus
8. Social Categories
9. Bourgeois
10. Psychoanalysis

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Brief on the scope of communication in the context of globalization and digital media.

Or

- (b) Compare the functionalist and Marxist perspectives in communication.

12. (a) Mention the strengths and limitations of behavioural theories in explaining media influence.

Or

- (b) How does the agenda-setting theory reflect a sociological approach to media influence -Discuss.

13. (a) Write a short on diffusion of innovation.

Or

- (b) Analyse the role of mass media as a cultural industry in shaping society and culture.

14. (a) Differentiate between active and passive audiences.

Or

- (b) Define political communication and state its key components.

15. (a) Analyse the importance of alternative communication in media studies.

Or

- (b) Write a short note on media convergence.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the application of psychoanalytical theory in understanding audience behaviour.
 17. Write a detailed note on the normative theories.
 18. Explain the core principles of Social Learning Theory and its application in understanding media influence on audiences.
 19. Examine the positive and negative impacts of mass media on society in the digital age.
 20. Examine the similarities and differences between Western and Eastern perspectives of communication theories.
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D-2432

Sub. Code

30922

DISTANCE EDUCATION

MA (J&MC) DEGREE EXAMINATION, MAY 2026.

Second Semester

ADVERTISING & PUBLIC RELATIONS

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. FMCG
2. Hard sell
3. Thumbnail
4. Visualization
5. ASCI
6. Corporate Communication
7. Internal Publics
8. Propoganda
9. House Journal
10. Media Relations

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Brief on how the industrial revolution reshaped the purpose and style of advertising.

Or

- (b) Write a note on the significance of each stage in layout development in advertisement.

12. (a) Distinguish between persuasive advertising and informative advertising.

Or

- (b) State any four key provisions of the Code of Commercial Advertising on Doordarshan and explain their importance.

13. (a) Discuss the role of PR in shaping public opinion about a brand or organisation.

Or

- (b) Elucidate the scope of Public Relations with suitable examples from different sectors.

14. (a) Public Relation is increasingly becoming a Management function. Discuss.

Or

- (b) Enumerate the growth of PR as a concept and profession. What is the prospect of PR in India

15. (a) Write a short note on publics and its types in PR.

Or

- (b) Examine the role of employees in community relations.

SECTION C — (3 × 10 = 30 marks)

Answer any **THREE** questions.

16. “Advertising appeals are the emotional and logical connectors between a brand and its audience.”- Discuss in detail with reference to the different types of appeals.
 17. Write a detailed note on the guidelines of ASCI for advertising targeted at children, and evaluate their importance in protecting young audiences.
 18. Discuss in detail the role and responsibilities of a PRO in managing an organisation’s image and stakeholder relations.
 19. Explain with examples the various tools used in Public Relations in detail.
 20. Evaluate the ethical challenges faced by PR professionals in crisis communication, and suggest strategies to maintain credibility.
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D-2433

Sub. Code

30923

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, MAY 2026.

Second Semester

AUDIO PRODUCTION

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Stereo sound
2. Audio Consoles
3. Jingles
4. Condensor Microphone
5. Radio Feature
6. DAB
7. Lossy compression
8. Brilliance frequency band
9. DAW
10. Mastering

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Compare the features of a news studio and a drama production studio in terms of layout and technical setup.

Or

- (b) Discuss the advantages of multitrack recording for music production.

12. (a) Examine the use of sound elements in enhancing radio news stories.

Or

- (b) Identify the challenges faced in running and sustaining a campus radio station.

13. (a) Brief on the importance of microphone placement in studio formats.

Or

- (b) Write a short note on Special Audience Programmes.

14. (a) Describe the use of sound effects in enhancing radio content.

Or

- (b) List any four common audio file formats and mention one use for each.

15. (a) “Sound editing can transform a recording into a piece of art” - Discuss.

Or

- (b) Write a short note on the important personnel involved in radio production with their roles and responsibilities.

SECTION C — (3 × 10 = 30 marks)

Answer any **THREE** questions.

16. Write about the different types of microphones and their specific uses in audio production.
 17. Evaluate the role of news writing style in building credibility for both public and private radio broadcasters.
 18. Discuss the role of recording software in modern audio production workflows.
 19. Analyse how understanding the sound spectrum helps in improving recording and playback quality.
 20. Explain the various types of audio filters used in audio post production process in detail.
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D-2434

Sub. Code

30924

DISTANCE EDUCATION

MA (J&MC) DEGREE EXAMINATION, MAY 2026.

Second Semester

VIDEO PRODUCTION

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Location Scouting
2. Viewfinder
3. Prosumer Camera
4. Sitcoms
5. Creative brief
6. B-reel
7. FEIN
8. Forced perspective
9. Waveform
10. Diegetic Sound

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Write the need and significance of a production schedule during preproduction.

Or

- (b) Mention the lighting responsibilities of a Gaffer on a production set.

12. (a) Explain the importance of multi-camera setups in shooting mega shows.

Or

- (b) Write a short note on the importance of edit list.

13. (a) Differentiate between uplink and downlink in satellite communication.

Or

- (b) Brief on the basic principle of chroma keying and its application in video production.

14. (a) Elucidate the different audio recording techniques used in video production.

Or

- (b) Compare condenser and dynamic microphones in video production.

15. (a) Give a brief note on the different types of video recording formats.

Or

- (b) Analyse the importance of color grading and correction in post-production.

SECTION C — (3 × 10 = 30 marks)

Answer any **THREE** questions.

16. Evaluate the impact of camera movement and shot composition on audience engagement.
 17. Explain in detail the differences between linear and non-linear editing techniques with examples.
 18. Elaborate the post-production workflow from raw footage to final output.
 19. Examine research, visualization and production of script in detail.
 20. Explain the concept of Three-Point Lighting in video production.
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D-2435

Sub. Code

30931

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 2026.

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. Progressive Rhythm
2. Focal Point
3. Master Page
4. Pull Quote
5. Grid System
6. LCD
7. Postscript
8. Aliasing
9. Extrude
10. Kerning.

PART B — (5 × 5 = 25 marks)

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

11. (a) Brief on the different types of shapes.

Or

- (b) Write a short note on the different stages of layout and its significance.

12. (a) Differentiate between additive and subtractive colour models with examples.

Or

- (b) Briefly explain the concept of dummyming in newspaper layout.

13. (a) Explain the working and applications of a graphics tablet in digital design.

Or

- (b) Discuss how refreshing and image stability differ in line drawing displays and raster scan displays.

14. (a) Identify and briefly discuss different types of collateral materials used in PR.

Or

- (b) Compare boundary-fill and flood-fill algorithms used in region filling.

15. (a) What are Bezier curves? Discuss their importance in computer graphics.

Or

- (b) Differentiate between orthographic and oblique projection in 3D graphics.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the different types of perspectives in detail.
 17. Evaluate the significance of cultural and psychological factors in determining the effectiveness of colour use in global design practices.
 18. Explain the architectural components of a newspaper and discuss how they contribute to effective communication.
 19. Discuss in detail the various 3D geometric transformations and their role in object manipulation.
 20. Design a book cover for a children's storybook titled "Adventures in the Sky" within a 15 cm × 10 cm frame.
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D-2436

Sub. Code

30932

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 2026.

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. Test of Significance.
2. Reliability
3. Longitudinal Study
4. Standard Deviation.
5. Literature Review.
6. Empirical Research.
7. Purposive Sampling.
8. Regression Analysis
9. Control Group.
10. Coding Frame

PART B — (5 × 5 = 25 marks)

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

11. (a) Differentiate between Basic Research and Applied Research.

Or

- (b) Write a short note on the essential components of a Research Design.

12. (a) Critically examine the merits and limitations of Case Study method.

Or

- (b) Write a note on Sampling Errors.

13. (a) Brief on the applications of Univariate Analysis in communication research.

Or

- (b) Differentiate between the levels of measurement with suitable examples.

14. (a) Brief on the key components of a Research Proposal.

Or

- (b) Write a short note on Plagiarism in research.

15. (a) Mention the characteristics of a good research hypothesis in communication studies.

Or

- (b) Discuss the advantages and limitations of using graphical representation in data presentation.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Analyse the scope and importance of communication research in advancing media studies and solving societal problems.
 17. Evaluate the major tools of data collection used in communication research.
 18. Evaluate the major ethical concerns in mass media research in ensuring integrity, accuracy, and respect for participants.
 19. Discuss the features and applications of SPSS in communication research.
 20. Discuss their advantages and limitations of different types of sampling techniques used in communication research.
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D-2437

Sub. Code

30933

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 2026.

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. Certiorari
2. Patent
3. Obscenity
4. GATT
5. Cyberspace
6. Utilitarianism
7. Brutality
8. Paris Convention
9. Sting Operation
10. Zero Hour in Parliament

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the objectives that Freedom of Speech and Expression.

Or

- (b) Define Contempt of Court and mention its significance.

12. (a) Enlist the pros and cons of Press Censorship.

Or

- (b) Discuss its nature, scope and approaches of cyber law.

13. (a) Classify the codes for radio and advertisement.

Or

- (b) Write a short note on Tabloid and Yellow Journalism.

14. (a) Brief on the significance of copyright act.

Or

- (b) Give a brief account on BCCC.

15. (a) List the code of ethics for media professionals.

Or

- (b) Explain the laws deals with crime against Women and Children.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Give a detailed account on the press laws of India.
 17. Write a detailed note on the committees involved on Broadcasting and information media.
 18. Explain the role and responsibility of Professional Bodies.
 19. Explain the ethical construes in investigative Journalism in detail.
 20. “Freedom of Press is not absolute but subject to limitations”- Elaborate.
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D-2438

Sub. Code

30941

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 2026.

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. E-Chaupal
2. Self Reliance
3. Alternative Paradigm
4. Early adopters
5. Intermediate Technology
6. Sustainable development
7. DAVP
8. Mazdoori Manzil Project
9. Wood Triangle
10. UNDP

PART B — (5 × 5 = 25 marks)

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

11. (a) Brief on the concept of development communication and its origin.

Or

- (b) Write a short note on the dysfunctions of Development.

12. (a) Define the Psychological Variable Model and mention its key assumptions.

Or

- (b) Outline the main stages in Rostow's Evolutionary Model.

13. (a) Elucidate the concept of the Magic Bullet Theory and its key assumptions about audience behaviour.

Or

- (b) Write short notes on Integrated development.

14. (a) Mention the key outcomes of the Etawah Experiment.

Or

- (b) Explain the concept of Development Support Communication with a suitable example.

15. (a) Evaluate the role of self-sufficiency and local production in Gandhian economics as a means to achieve sustainable development.

Or

- (b) Examine the role and functions of NGOs in development communication.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Critically evaluate the influence and criticisms of the Dominant Paradigm in development communication.
 17. Discuss the Diffusion of Innovations model and its application in rural development.
 18. Explain how traditional media can be combined with modern communication technologies to enhance the effectiveness of development programmes.
 19. Explain the objectives, implementation process, and major outcomes of SITE in India.
 20. Describe the role of Development Support Communication in promoting women empowerment, highlighting key approaches and case studies.
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D-2439

Sub. Code

30942

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 2026.

Fourth Semester

NEW MEDIA COMMUNICATION

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. ISP Services
2. CMS
3. Web Crawler
4. Bookmark Sync
5. Social Networking Site
6. Streaming Media
7. URL Shortening
8. Bookmark Export
9. Blogosphere
10. Protocol.

PART B — (5 × 5 = 25 marks)

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

11. (a) Write a short note on the role of C-DOT in the expansion of telecommunication in India.

Or

- (b) Differentiate between LAN, WAN, and MAN with suitable examples.

12. (a) Describe the basic structure of an optical fibre with a labelled diagram.

Or

- (b) What are bookmarks in a web browser? Explain their importance in efficient web navigation.

13. (a) Write a short note on cyber journalism.

Or

- (b) Analyse how information overload affect decision making process.

14. (a) Explain cultural alienation with reference to global media influence.

Or

- (b) Mention the essential skills required for introducing a chief guest at a formal event.

15. (a) Describe the best practices for conducting an effective interview.

Or

- (b) Explain the significance of scene description in creative writing.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Compare and contrast Communication Technology and Information Technology with suitable examples.
 17. Explain the different types of Internet protocols with their functions and applications.
 18. Explain e-commerce and its applications in modern business highlighting how it differs from e-commerce?
 19. Explain how effective listening aids in interpretation and analysis with a suitable example.
 20. Explain the role of ICTs in promoting social and economic development, highlighting key applications and benefits.
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D-2440

Sub. Code

30943

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, MAY 2026.

Fourth Semester

CORPORATE COMMUNICATION

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Corporate Reputation
2. Media Relations
3. Stakeholder Analysis
4. Cultural Sensitivity
5. Grapevine
6. RTI
7. Advocacy
8. Brand Loyalty
9. Grassroots
10. Merchandising

PART B — (5 × 5 = 25 marks)

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

11. (a) Define corporate communication and briefly explain its scope.

Or

- (b) Briefly explain the importance of proper planning in successful conference management.

12. (a) Write a short note on crisis management.

Or

- (b) Brief about the art of persuasion and give an example of its use in communication.

13. (a) Write a short note on the role of customer care in marketing.

Or

- (b) Mention the various components of marketing mix and explain.

14. (a) Elucidate about the concept of CSR and its importance for businesses.

Or

- (b) Write a short note on employee engagement through social media in corporate communication.

15. (a) Explain the significance of ethics and transparency in corporate communication.

Or

- (b) Discuss the role of corporate newsletters in internal communication.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Examine the challenges and strategies of international communication for global businesses.
 17. Discuss the process and strategies of image building for an organization, with examples.
 18. Describe the process of campaign planning and strategy development, explaining how it ensures successful communication outcomes?
 19. Discuss the different types of conflicts in an organization, highlighting their causes, effects, and examples.
 20. Enumerate the need and relevance of corporate communication in India.
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