

N-0047

Sub. Code

205921

**M.A.DEGREE EXAMINATION,
MAY 2022 & DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

**Second Semester
Journalism and Mass Communication**

THEORIES OF COMMUNICATION

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The word communication is derived from _____
 - (a) Latin
 - (b) Greek
 - (c) Spanish
 - (d) Japanese

2. People communicate with each other for information negotiation and
 - (a) Permission
 - (b) persuasion
 - (c) calculation
 - (d) planning

3. In India family-owned newspapers are _____
- (a) Times of India and Hindu
 - (b) Hindu and Indian Express
 - (c) Hindustan Times and Hindu
 - (d) Times of India and Hindustan Times
4. Statistical data relating to the population and particular groups are called _____
- (a) Info graphic (b) demographics
 - (c) statistics (d) proletariats
5. The culturalist theory was developed in the year _____
- (a) 1980 and 1990 (b) 1970 and 1980
 - (c) 1960 and 1970 (d) 1970 and 1990
6. _____ Mind is the feelings and desires that you feel at present
- (a) Preconscious (b) subconscious
 - (c) unconscious (d) conscious
7. Philosophical basis to the social responsibility tradition was provided by _____
- (a) Australian Commission
 - (b) American Commission
 - (c) Italian Commission
 - (d) British Commission
8. 'The ideas of the ruling classes are the ruling ideas' was said by _____
- (a) Marx and Engels (b) Engles and Chris
 - (c) Marx and Thomas (d) Angler and Chris

9. The concept of cultural indicator was given by _____
- (a) Ginner (b) Gerber
(c) McQuail (d) Katz
10. _____theory was developed by George Gerber
- (a) Cultivation
(b) Gestalt
(c) Uses and Gratification
(d) Maslow
11. Political or cultural dominance or authority over others is called _____
- (a) Harmony (b) Hegemony
(c) Agenda (d) Dictatorship
12. Underlying intention or motives of a particular person or group is called _____
- (a) Individualism (b) Self improvement
(c) Agenda (d) Hegemony
13. The transmitter converts the message into signals or waves sound is called as _____
- (a) Receiver (b) Decoder
(c) Encoder (d) Convertor
14. Shannon- Weaver model of communication was developed in the year of _____
- (a) 1940 (b) 1948
(c) 1950 (d) 1954

15. _____ and _____ might approach the same data points, but in different ways.
- (a) NDTV and Doordarshan
 - (b) Doordarshan and BBC
 - (c) BBC and NDTV
 - (d) NDTV and Republic
16. The economic theorist H.M Innis was the _____ theorist in this tradition
- (a) Second (b) First
 - (c) Third (d) Fourth
17. The _____ assumed media effects were simple and direct, a causal connection existing between what people see, hear and read in the media and their knowledge, attitudes and behavior.
- (a) hypodermic model (b) hypodermic model
 - (c) reception model (d) dupe model
18. _____ is a distinct set of concepts or thought patterns, including theories, research methods, postulates, and standards for what constitutes legitimate contributions to a field.
- (a) Social Circle
 - (b) Opinion Leader
 - (c) Paradigm
 - (d) Social Categories
19. The term _____ refers to the lower working-class, which is mostly composed of wage workers.
- (a) Proletariat (b) Norms
 - (c) Culture (d) Bourgeois

20. _____ is the most frequently used medium of communication in the life of an individual.
- (a) Speech
 - (b) Gesture
 - (c) Internet
 - (d) Wireless
21. _____ is a kind of radio that catches waves directly from the satellite and transmits them to the radio set plugged in your home.
- (a) World space radio (b) GPS radio
 - (c) Internet radio (d) SW radio
22. Psychological noise is the one that interferes with communication taking place between two people because one of them is not attentive to the communication, and is mentally absent.
- (a) Internal noise (b) Psychological noise
 - (c) External noise (d) Physical noise
23. Most of the scholars of mass communication studies in _____ in the initial days of such studies have tried to study the impact of mass media on the political behavior of the masses.
- (a) Europe (b) England
 - (c) United States (d) France
24. _____ is defined as the government of the people, by the people and for the people.
- (a) Independence (b) Sovereign
 - (c) Republic (d) Democracy

25. ——— has been propounded by eminent and promising communication scholar Normal Mani Adhikary.
- (a) Sadharanikaran Model of Communication
 - (b) Aristotle's Model
 - (c) Shannon and Weaver's (d) None of the above
26. Which of the following is not an element of communication in Aristotle's model?
- (a) The receiver
 - (b) The sender
 - (c) The speech
 - (d) The effect
27. ——— is a collective term used to address countries which have a colonial past and are presently termed as developing countries, or less developed or least developed countries of the world.
- (a) Old world (b) New world
 - (c) Second world (d) Third world
28. ——— is the state of being spread out or transmitted especially by contact.
- (a) Cultural variation (b) Diffusion
 - (c) Generalization (d) Decolonization
29. ——— is the approach to development communication which emphasizes the need to avoid duplication and waste in development efforts.
- (a) The integrated approach (b) Localized approach
 - (c) Institutional approach (d) Planned strategy

30. _____ refers to verifiable and thus reliable factual data about the 'real world' and includes opinions as well as reports about the facts of the world.
- (a) Information (b) News
- (c) Network (d) Planned strategy
31. _____ essentially views media as a means, and not as an end to bring about revolution and form a society ruled by the proletariats.
- (a) Marxism (b) Feminism
- (c) Extremism (d) Fanaticism
32. Baran and Davis classify the mass communication theories into _____ times
- (a) Two (b) Three
- (c) Four (d) Five
33. A group that is superior in terms of ability or qualities to the rest of a group is referred as _____
- (a) Premium (b) Elite
- (c) Special (d) Modern

Part B

(7 × 6 = 42)

Answer **all** questions, by choosing either (a) or (b).

34. (a) State the importance of communication.
Or
(b) Give the basic feminist ideas of communication model.
35. (a) Elucidate the features of Psychoanalytic theory.
Or
(b) Give your view about Social responsibility theory.
36. (a) Write brief note on cultivation theory.
Or
(b) Give the differences between masculinity vs femininity.
37. (a) Give the definition of Sender, encoder, decoder and receiver.
Or
(b) State the features of Gate keeping theory of mass communication.
38. (a) Elucidate social learning theory.
Or
(b) Write short notes on culture and communication.
39. (a) State the merits of New media.
Or
(b) Explain political socialization.
40. (a) Write brief note on Sadharanikaran model.
Or
(b) How Communication acts as a tools of Social Change?

N-0048

Sub. Code

205922

**M.A. DEGREE EXAMINATION,
MAY 2022 & DECEMBER 2022
ONLINE PROGRAMME EXAMINATIONS**

Second Semester

Journalism and Mass communication

ADVERTISING AND PUBLIC RELATIONS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Multiple choice questions.

1. The word 'advertising' has been derived from the _____ word
 - (a) Greek
 - (b) Latin
 - (c) French
 - (d) Athens

2. The advertising always _____ oriented
 - (a) Consumer
 - (b) Product
 - (c) Goal
 - (d) Time

3. The production manager is also called as _____
 - (a) Traffic controller
 - (b) Traffic observer
 - (c) Production head
 - (d) Advertising Head

4. Beverages comes under the which types of foods
(a) Durable (b) Drinks
(c) Liquid (d) Non-durable
5. Trade advertising is another sub-category of _____ advertising.
(a) Business (b) Industrial
(c) Professional (d) All of the above
6. Political advertising is also known as _____ advertising.
(a) Trade (b) Election
(c) Business (d) Professional
7. _____ is the deep thinking stage for the creative people where they almost sleep or sit over the idea to develop the full plan and details of the advertisement.
(a) Ideation (b) Preparation
(c) Incubation (d) Analysis
8. According to Alex the creative steps involves _____ steps
(a) Five (b) Four
(c) Eight (d) Seven
9. The smartest advertising respects _____
(a) Consumer clarity (b) Consumer intelligence
(c) Consumer desires (d) Consumer Beliefs

10. Thumbnails are also called as _____
(a) Trial sketch (b) Roughts
(c) Comprehensives (d) Wash drawings
11. The foundation of Ad Club was laid in _____
(a) 1908 (b) 1997
(c) 1954 (d) 1944
12. Advertising shall be so designed as to conform to the _____ of the country.
(a) laws (b) religions
(c) politicians (d) pioneers
13. An autonomous body called _____ comprising of newspapers and magazines as members has developed a code of Advertising ethics.
(a) INA (b) INS
(c) INB (d) INC
14. The complaints are evaluated CCC within a period of _____ weeks.
(a) 5 to 6 (b) 2 to 3
(c) 3 to 4 (d) 4 to 6
15. Who defines publicity as 'an act or device designed to PR, specifically information with news values issues a means of gaining public attention or support?'
(a) Lisa Manyon (b) Albert Lasker
(c) Thorstein Veblen (d) La Maison Aubert

16. When was the first authoritative book *Effective Public Relations* published?
- (a) 1954 (b) 1952
(c) 1953 (d) 1955
17. _____ is a form of alternative dispute resolution, is a way to resolve disputes outside the court.
- (a) Conciliation
(b) Litigation
(c) Arbitration
(d) Affirmation
18. The conceptual territory of public relations is very _____
- (a) Less (b) Useful
(c) Important (d) Broad
19. When was Economic Liberalization initiated in India?
- (a) 1990 (b) 1991
(c) 1994 (d) 1995
20. The term Public Opinion is derived from the _____ expression.
- (a) French (b) Latin
(c) Greek (d) Italian

21. PR policy to achieve good relations with the _____
- (a) Company people (b) Individual
(c) Public (d) Specific society
22. When did the ruling party in India lose the general elections due to inefficient Public Relations?
- (a) 1969 (b) 1973
(c) 1977 (d) 1981
23. The Gillett Amendment was formed in _____
- (a) 1913 (b) 1930
(c) 1931 (d) 1932
24. Medicaid is a federal and state programme in _____, which helps with medical cost for some people with limited income and resources.
- (a) England
(b) United States
(c) India
(d) France
25. PRO is also known as _____
- (a) Control Manager (b) Crisis Manager
(c) Management Specialist (d) Media Specialist-
26. The written material regarding the organization itself and also the people at the top of the organization is called _____
- (a) Press Kits (b) Matte Release
(c) News letter (d) Events

27. _____ is the Public Relation Institute of New Zealand.
- (a) PESO (b) PRINZ
(c) PRINTZ (d) PRCI
28. The PESO model is developed by _____
- (a) James (b) Narayanan
(c) Gini Dietrich (d) Kurmeet singh
29. The Public Relations Society of India was formed in _____
- (a) Calcutta (b) Bombay
(c) Pune (d) Hyderabad
30. _____ is the award given by As Club, honouring the creative excellence in advertising.
- (a) Effies
(b) Emvies
(c) Solus
(d) Abbys
31. AdAsia was founded in _____
- (a) 1997 (b) 1954
(c) 1999 (d) 1956
32. Matte release related to _____
- (a) Feature art (b) Feature design
(c) Feature story (d) Feature Graphics
33. PRO is also known as the _____
- (a) Media specialist (b) Media Person
(c) Media Organizer (d) Media Developer

Part B

(7 × 6 = 42)

Answer **all** questions, by choosing either (a) or (b).

34. (a) Describe the functions of advertising.
Or
(b) Narrate the importance of advertising design.
35. (a) Explain the different types of advertising.
Or
(b) State the importance of copy writing for print advertising.
36. (a) Describe the different types of copy writing techniques.
Or
(b) Enumerate the Need for Advertising Regulations
37. (a) Explain the code of Commercial Advertising on Doordarshan.
Or
(b) Describe the need of good public relation at the present context.
38. (a) Narrate the Elements of Public Relations
Or
(b) Explain the history and Development of PR in India.

39. (a) Describe the Benefits and Limitations of Public Relations.

Or

(b) Explain the Role of PR in Educational Institutes.

40. (a) Enumerate the Functions of a PRO.

Or

(b) Describe the Ethics of Public Relations.

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205923

**M.A. DEGREE EXAMINATION,
MAY 2022 & DECEMBER 2022**

ONLINE PROGRAMMES EXAMINATIONS

Second Semester

Journalism and Mass Communication

AUDIO PRODUCTION

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **ALL** questions.

1. The Radio Club of Calcutta was the first amateur radio club started functioning in _____.
(a) November 1921 (b) November 1922
(c) November 1923 (d) November 1924
2. The Prasar Bharati Bill was introduced by the Janata Party government in _____.
(a) 1979 (b) 1980
(c) 1983 (d) 1984
3. _____ are the device used to transmit radio waves into space.
(a) Speakers (b) Microphones
(c) Antennas (d) Tower

4. Radio waves are _____ waves.
- (a) electro-mechanical (b) electro-magnetic
(c) magnetic (d) electrical
5. In general the duration of an advertisement or commercial is about 20 to 60 seconds.
- (a) 10 to 30 (b) 30 to 60
(c) 10 to 20 (d) 20 to 60
6. Which of the following is not found in a sample radio script?
- (a) Announcer copy (b) Music cue
(c) Sound effect cues (d) Programme list
7. The programmes for the youth are designed for an age group between _____ years.
- (a) 20 to 30 (b) 15 to 30
(c) 25 to 35 (d) 15 to 25
8. All India Radio airs programmes like Shramiko, ke Liye, Udyog Mandal, Kaamkaro ke liye etc. for _____
- (a) Women
(b) Senior Citizens
(c) Youths
(d) Industrial Workers

9. _____ means to condense and simplify the sentences without losing the essence of the news.
- (a) Tight phrasing (b) Briefing
(c) Editing (d) Limiting
10. The four C's - _____ form the basis for news writing for the broadcast medium.
- (a) Correctness, Clarity, Concurrence and Colour
(b) Correctness, Clarity, Confirmation and Colour
(c) Correctness, Clarity, Congruence and Colour
(d) Correctness, Clarity, Conciseness and Colour
11. _____ is a type of soft news.
- (a) Story Writing
(b) Script Writing
(c) Feature writing
(d) Dialogue Writing
12. _____ are stories with in-depth analysis and includes writer's viewpoint, expert opinions to make it a good read.
- (a) Features
(b) Hard news
(c) Soft news
(d) Bulletin

13. At which stage of production, extensive planning is required ?
- (a) Pre-production
 - (b) Production
 - (c) Post Production
 - (d) All of the above
14. At a radio station, the _____ is the most important person who is in charge of the radio station and its personnel.
- (a) station manager (b) programme manager
 - (c) production manager (d) director
15. A _____ is one whose quantity may be changed in response to a change in the output.
- (a) fixed factor
 - (b) variable factor
 - (c) systematic factor
 - (d) multiple factor
16. The role of a HR manager becomes extremely important in a dynamic industry like Radio.
- (a) Accounts Manager
 - (b) HR Manager
 - (c) Station Manager
 - (d) Production Manager
17. _____ radio has three satellites.
- (a) XM (b) Sirius
 - (c) Community (d) Campus

18. _____ is a digital radio broadcasting system that combines multiple audio streams on to a relatively narrow band centered on a single broadcast frequency.
- (a) FM
 - (b) AM
 - (c) XM
 - (d) DAB
19. When did AIR inaugurate its External Services Division?
- (a) 1939 (b) 1937
 - (c) 1938 (d) 1936
20. Which year, FM broadcast was launched in Chennai?
- (a) 1979 (b) 1978
 - (c) 1980 (d) 1977
21. Which editing software can make cross platform compatible files?
- (a) Wave Mixer (b) Wave Surfer
 - (c) Wave convert (d) Wave tools
22. _____ enables recording from internet radio stations.
- (a) Audacity (b) Station Ripper
 - (c) Sound Forge (d) GLAME
23. _____ is the process of changing the speed of an audio signal without affecting its pitch.
- (a) Time stretching (b) Pitch shift
 - (c) Pitch stretching (d) Time shift

24. _____ Filter is a device that passes frequencies within a certain range and attenuates frequencies outside that range.
- (a) High pass
 - (b) Low pass
 - (c) Capacitive
 - (d) Band pass
25. _____ is the unit to measure the intensity of sound.
- (a) Decibel
 - (b) Hertz
 - (c) Watts
 - (d) Mbps
26. The term _____ refers to the number of times a sound waveform is tested for its position.
- (a) decibel
 - (b) sampling rate
 - (c) frequency
 - (d) pitch
27. AAC refers to _____
- (a) Advanced Audio Compact format
 - (b) Audio Advanced Coding format
 - (c) Advanced Audio Coding format
 - (d) Audio Advanced Compact format

28. _____ the audio refers to the process of removing any noise and maintaining a consistent level of volume throughout the audio file.
- (a) Mixing (b) Sampling
(c) Cleaning (d) Sweeping
29. _____ helps record from internet radio stations.
- (a) Station Ripper
(b) Soliton II
(c) Step Voice Recorder
(d) Audio Editor Pro
30. Expansion of ROR is _____
- (a) Reader Over Recording (b) Recorder Over Room
(c) Reader Over Room (d) Reader On Room
31. DAB is expanded as _____.
- (a) Dolly Audio Bandwidth
(b) Dolly Amplitude Bandwidth
(c) Digital Audio Bandwidth
(d) Digital Audio Broadcasting
32. The normal audible harmless intensity limit for human ears is
- (a) 80 dB (b) 100 dB
(c) 120 dB (d) 70 dB

33. _____ is a device or computer program that can code or decode a digital data stream of audio.

- (a) Waveform (b) Normalizing
(c) Digital recording (d) Audio codec

Part B

(7 × 6 = 42)

Answer all questions by choosing either (a) or (b).

34. (a) Outline the future of Radio.

Or

(b) Discuss the salient features of Multi-track recording technique.

35. (a) Write about radio formats.

Or

(b) What type of radio Programme for children you will develop?

36. (a) Explain about News writing and Presentation.

Or

(b) Write the principals of News Presentation.

37. (a) Explain the importance of Production Management.

Or

(b) Write about budgetary planning and control.

38. (a) Write a short note on the campaign to legitimize community radio.

Or

(b) Briefly explain the role of campus and school radio in India.

39. (a) Explain the application of sound in studio formats.

Or

(b) Write about application of sound recoding in Radio Stations.

40. (a) Explain the history of recording and formats.

Or

(b) Discuss on the advancement of digital technology.

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205924

M.A. DEGREE EXAMINATION,

MAY 2022 & DECEMBER 2022

ONLINE PROGRAMME EXAMINATIONS

Second Semester

Journalism and Mass Communication

VIDEO PRODUCTION

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Multiple Choice Questions.

1. The script writing which is excluded from the elements:
 - (a) An introduction
 - (b) Subsections and natural transitions
 - (c) Thorough descriptions
 - (d) Editing

2. Expansion of BTS
 - (a) Bit Track Second
 - (b) Behind-The-Scenes
 - (c) Byte Through Second
 - (d) Behind-The-Structure

3. _____ is the initial stage of production
 - (a) Production
 - (b) Post Production
 - (c) Pre Production
 - (d) Studio Production

4. Who is called the Focus Puller?
 - (a) First assistant cameraman
 - (b) Sound technician
 - (c) Assistant Director
 - (d) Lighting technician

5. What are the uses of Props in video production?
 - (a) Enhance the look & feel of a character
 - (b) Mood & emotion can be represented
 - (c) The aesthetic of a scene
 - (d) All of the above

6. _____ is the promotion of a particular product or company by means of advertising and distinctive design.
 - (a) Obliterating
 - (b) Canvassing
 - (c) Persuading
 - (d) Branding

7. Which of the following is not a classification of lens angle?
- (a) Normal (b) Zoom
(c) Telephoto (d) Wide angle
8. Which of the following is not a category of a camera based on the level of quality and features provided in the camera?
- (a) Professional (b) Consumer
(c) Procumer (d) Armature
9. Madras Presidency Radio that was established in _____.
- (a) 1920 (b) 1923
(c) 1924 (d) 1919
10. _____ is the format of television programme which involves cookery show, technology show.
- (a) Interview (b) Series
(c) Studio chat (d) Demonstration
11. _____ involves outlining concept, defining message, identifying audience, and planning budget.
- (a) Creative brief (b) Script
(c) Story board (d) Plan and schedule
12. To deliver great content on budget and meet deadline, a proper video production _____ is required.
- (a) Controller
(b) Assistant
(c) Workforce
(d) Workflow

13. In video production, _____ refers to the daily raw footage which is collected while shooting a video production
- (a) rushes (b) shot
(c) clip (d) film
14. _____ is a Process of transferring the footage from the tape to the computer.
- (a) Rendering (b) Coping
(c) Casting (d) Shifting
15. Free-timing and reference timing are the tools used in the process of _____
- (a) Recording (b) Syncing
(c) Spotting (d) Orchestration
16. In film and television, _____ refers to a series of drawings or images showing the planned order of images.
- (a) spotting (b) story boarding
(c) voice over (d) filming
17. Careers in _____ are not only high paying but also bring in a great deal of job satisfaction and expression of creativity.
- (a) Journalism (b) Mass communication
(c) Film Industry (d) Public relation

18. An / A _____ is a person of high net worth, or certain kinds of banks or corporations.
- (a) executive producer
 - (b) financier
 - (c) liaison officer
 - (d) accredited investor
19. John Baird is generally regarded as the father of television.
- (a) John Baired
 - (b) Charles Francis
 - (c) J.J. Thomson
 - (d) Karl Ferdinand
20. Doordarshan provided national coverage for the first time through the satellite _____.
- (a) INSAT 1 (b) INSAT 1B
 - (c) INSAT 1C (d) INSAT 1A
21. The release print of a movie is made from _____
- (a) Master positive
 - (b) Negative print
 - (c) Duplicate negative
 - (d) Intermediate print

22. The maximum frame rate supported by many video hosts is _____.
- (a) 30fps (b) 25fps
(c) 24fps (d) 35fps
23. Who is the father of special effects?
- (a) Thomas Edison (b) George Melies
(c) Walt Disney (d) Steven Spielberg
24. _____ means electronically cutting out portions of a television picture and filling them in with another image.
- (a) Keying (b) Genlock
(c) Compositing (d) Morphing
25. _____ is an expression TV production that means it is done in a live manner but recorded for playback later.
- (a) Live-to-tape (b) As-Live
(c) Live-as-live (d) both (a) and (b)
26. _____ are devices which enhances the production value by providing useful information on live video telecasts through texts, images as well as graphics.
- (a) Character generators (b) Auto script
(c) Vision controller (d) Follow focus

27. The XD line of optical disk-based camera systems utilizes _____ technology to achieve extremely high data transfer rates.

- (a) infra red
- (b) blue-violet laser
- (c) ultra violet
- (d) red-blue laser

28. The optimum storage temperature is around _____ degrees for prolonging the life of the various types of recording and storage media.

- (a) 40
- (b) 50
- (c) 65
- (d) 55

29. What is the Expansion of ROI?

- (a) Return of Interest
- (b) Rise on Interest
- (c) Return of Investment
- (d) Rise on Investment

30. _____ is a critical device to studio production which is used for recording television shows for mass broadcasting.

- (a) VTR
- (b) VHS
- (c) LD
- (d) CD

31. _____ is a type of compact disc able to store large amounts of data, especially high-resolution audio visual material.

- (a) CD
- (b) HDD
- (c) DVD
- (d) Flash drive

32. _____ is typically the last step in the VFX process.

- (a) Compositing
- (b) Editing
- (c) Texting
- (d) DI

33. _____ is the process by which a specific colour element is removed from a video scene

- (a) Chroma Key (b) Luminance Key
(c) Special Effects (d) Motion Key

Part B

(7 × 6 = 42)

Answer all questions by choosing either (a) or (b).

34. (a) Explain Preproduction Planning stage.

Or

(b) Write the role of Producer and Cameraman.

35. (a) State the role of Art Director.

Or

(b) Describe the shooting techniques used for news.

36. (a) Write short note on Live-shows and event shows.

Or

(b) Explain the shooting technique for live news.

37. (a) How editing is more important in Video Production?

Or

(b) Write about the use of Voice-over for the documentary.

38. (a) Discuss the Professional Practice of Cameras.

Or

(b) Explain the term Live link, Uplink and Downlink.

39. (a) Differentiate between continuous single camera shooting and discontinuous single camera shooting.

Or

(b) Write about the importance of Visual effects.

40. (a) Explain about Production Control room and Audio Mixing console.

Or

(b) Explain the different video recording formats.

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205911

**M.A. DEGREE EXAMINATION,
MAY 2022 & DECEMBER 2022
ONLINE PROGRAMME EXAMINATIONS**

First Semester

Journalism and Mass Communication

**INTRODUCTION TO JOURNALISM AND MASS
COMMUNICATION**

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Nora C. Quebral coined the term _____
Communication
(a) Interpersonal (b) Corporate
(c) Intrapersonal (d) Development
2. Communication is derived from the _____ word.
(a) Latin (b) Spanish
(c) French (d) Greek
3. _____ is the Universal form of Communication
that takes place between two Individual.
(a) Mass Communication
(b) Group Communication
(c) Interpersonal Communication
(d) Intrapersonal Communication

4. Shannon and Weaver's Model was put forth in the year _____.
- (a) 1943 (b) 1945
(c) 1947 (d) 1948
5. _____ is the state of having inconsistent thoughts, beliefs, or attitudes, especially as relating to behavioral decisions and attitude change.
- (a) Cognitive Dissonance (b) Global Village
(c) Global Culture (d) Cultural Reflector
6. _____ are the sets of rules followed by the machines to complete the tasks.
- (a) Servers (b) Clients
(c) Nodes (d) Protocols
7. According to the _____ of communication, the process of communication develops from the very birth of an individual and continues till the existing moment.
- (a) Schramm Model
(b) Helical Model
(c) Aristotle Model
(d) Berlo's Model
8. Which classification of noise takes place when there is no shared meaning in a communication?
- (a) Physical
(b) Psychological
(c) Physiological
(d) Semantic noise

9. The ____ of the press was developed in 17th century England and is the oldest of the four theories of the press.
- (a) Soviet Communist Theory
 - (b) Libertarian Theory
 - (c) Authoritarian Theory
 - (d) Social Responsibility Theory
10. _____ is a society where a peasant or worker known as a vassal received a piece of land in return for serving a lord or king, especially during times of war.
- (a) Status Quo
 - (b) Bourgeois Democracy
 - (c) Watch Dog
 - (d) Feudal Society
11. When was the American Society of Newspaper Editors founded?
- (a) 1920
 - (b) 1922
 - (c) 1921
 - (d) 1923
12. _____ is a strong reflection of the culture of an era.
- (a) Books
 - (b) Ipod
 - (c) Magazines
 - (d) Cinema

13. Who was the chairman of the First Press Commission?
- (a) Justice K.K. Mathew
 - (b) Justice G.S. Rajadhyaksha
 - (c) Justice Rajendra Mathur
 - (d) Justice Madan Bhatia
14. _____ is a body established to raise and maintain professional standards among journalists.
- (a) Press Council (b) Press Committee
 - (c) Press Meet (d) Press Authority
15. What was the name of the report of the Verghese Committee?
- (a) Akashy Bharati
 - (b) Akash Bharati
 - (c) Ankur Bharati
 - (d) Ashish Bharati
16. The Karanth Working Group was established by the Government of India in _____.
- (a) 1978
 - (b) 1979
 - (c) 1980
 - (d) 1977
17. _____ an additional section of a newspaper devoted to a specific subject.
- (a) Tabloid (b) Supplements
 - (c) Broadsheet (d) Poster

18. The first ever satellite TV signal was sent from Europe to the Telstar Satellite in _____.
- (a) 1954 (b) 1964
(c) 1960 (d) 1962
19. Radio Pradeep, Mandakini ki Awaz, Hevalwani, Sristi, Etc are the community radio stations working in _____.
a) Uttarakhand (b) Mizoram
(c) Tripura (d) Manipur
20. _____ is a series of multipurpose geo-stationary satellites launched by ISRO to satisfy the telecommunications, broadcasting, meteorology, and search and rescue operations.
(a) ANUSAT (b) RISAT
(c) GSAT (d) INSAT
21. _____ is the nodal agency to undertake multi-media advertising and publicity for various ministries and departments of the government of India.
(a) PIB (b) ISBS
(c) DAVP (d) PCI
22. The Radio Club of _____ was the first amateur radio club to start functioning in November 1923.
(a) Calcutta
(b) Madras
(c) Bombay
(d) Lahore
23. What is AAAI stands for?
(a) Association for Advertising Agencies of India (b) Advertising Agencies Association of India
(c) Agencies for Advertising Association of India (d) Advertising Association Agencies of India

24. The Film Institute of India was set-up by the Government of India in _____.
- (a) 1960 (b) 1961
(c) 1962 (d) 1964
25. — a sociologist from Cambridge University, UK, was the first to identify five key characteristics of mass communication.
- (a) Wright Mills (b) Ruth Fulton Benedict
(c) Herbert Mead (d) John Thompson
26. The term _____ aims to provide the audience specific demographic content.
- (a) Specialty media (b) Multimedia
(c) Social media (d) Electronic media
27. The _____ system forms the basic foundation of Indian society.
- (a) religious
(b) caste
(c) political
(d) none of the above
28. One major limitation of mass media is, it leads to _____.
- (a) socialism (b) groupism
(c) individualism (d) all of the above

29. _____ means judgment based on observable phenomena and uninfluenced by emotions or personal prejudices.
- (a) Objectivity
 - (b) Bias
 - (c) Convergence
 - (d) Accuracy
30. Indian Institute of Mass Communication is at _____.
- (a) Rajasthan (b) Pune
 - (c) New Delhi (d) Chennai
31. It is a style of journalism that is written without claims of objectivity, often including the reporter as part of the story via a first-person narrative.
- (a) Ambush Journalism (b) Business Journalism
 - (c) Gonzo Journalism (d) Convergent Journalism
32. The caste system forms the basic foundation of _____ society.
- (a) French (b) Chinese
 - (c) Japanese (d) Indian
33. _____ basically refers to a newly established business.
- (a) Merchant (b) Owner
 - (c) Startups (d) Sensex

Part B

(7 × 6 = 42)

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

34. (a) Discuss the relationship between culture and communication.

Or

- (b) Describe the SMCR model and its various elements.

35. (a) Write the impact of media on politics.

Or

- (b) What are the barriers to the communication process?

36. (a) Discuss the functions of the press.

Or

- (b) Describe about Canons of Journalism.

37. (a) Write the recommendations of the First Press Commission.

Or

- (b) Discuss the Karanth Working Group Report.

38. (a) Describe the basic features of the different types of films.

Or

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(b) Explain the history of All India Radio.

39. (a) Explain the functions of the Press Council of India.

Or

(b) What is Indian Newspaper Society? Describe its objectives.

40. (a) List the characteristics of mass communication.

Or

(b) Describe the present status of mass media in India.

N-0122

Sub. Code

205912

**M.A. DEGREE EXAMINATION,
MAY 2022 & DECEMBER 2022
ONLINE PROGRAMME EXAMINATIONS**

First Semester

Journalism and Mass Communication

EVOLUTION OF MEDIA

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ is the oldest among the four vedas.
(a) Sama veda (b) Rig veda
(c) Yajur Veda (d) Upanishads

2. Which was the first Indian newspaper published in Bengalese language?
(a) Samachar Sudha Varsha (b) Samachar Darpan
(c) Dainik Batori (d) Dig Darshan

3. Which was the first Indian language newspaper published in Bengalese language?
- (a) Samachar bulletin
 - (b) Samachar Darpan
 - (c) Dig Darshan
 - (d) Dig Bhoomi
4. _____ was established by six young men in Madras in 1878.
- (a) BombayTimes
 - (b) Tribune
 - (c) Samacharsudha varsha
 - (d) The Hindu
5. Diamond Sutra was printed in _____ AD.
- (a) 786
 - (b) 986
 - (c) 658
 - (d) 868
6. Metal movable type was first invented in _____
- (a) Japan
 - (b) China
 - (c) America
 - (d) Korea
7. Gagging act was passed in _____
- (a) 1885
 - (b) 1878
 - (c) 1857
 - (d) 1678
8. Who invented the Vacuum tube?
- (a) Hans Christian
 - (b) Guglielmo Marconi
 - (c) Lord Irwin
 - (d) John Fleming

9. Which is the India's domestic communication satellite?
- (a) INSAT 1
 - (b) INSAT 1E
 - (c) INSAT 1A
 - (d) INSAT 1C
10. _____ genres produces programmes that can last for decades such as never ending complicated love relationship and family problems.
- (a) Reality shows (b) Talk shows
 - (c) Situation Comedies (d) Soap Operas
11. Who established the 1857 Act?
- (a) Lord Canning (b) John Adam
 - (c) Charles Metcalfe (d) Lord Cornwallis
12. When was Payame Azadi started?
- (a) 28th February 1857
 - (b) 18th February 1857
 - (c) 18th February 1867
 - (d) 8th February
13. What is the full form of ISBS?
- (a) Indian Style Broadcasting Service
 - (b) Indian State Broadcasting Service
 - (c) Indian Source Broadcasting Service
 - (d) Indian State Broadband Service
14. When were FM broadcasts launched in India?
- (a) 1977 (b) 1987
 - (c) 1971 (d) 1981

15. When did television in India begin?
(a) 15th September 1969 (b) 15th September 1959
(c) 15th September 1869 (d) 15th September 1859
16. The Full form of SITE is
(a) Satellite International Television Era
(b) Satellite Instructional Television Experiment
(c) Satellite Institution Television Experiment
(d) Synchronous Institution Television Experiment
17. _____ is a type of programme that uses a literary and narrative technique to flesh out the bare facts of an event in the history to tell a story to audience.
(a) Series (b) Docu-Drama
(c) Sitcoms (d) Panel shows
18. _____ come out with the longest ad to be aired on Indian television.
(a) NDTV (b) Times Now
(c) Dish TV (d) Tata Sky
19. The word Cinema is derived from the _____ word.
(a) Greek (b) Latin
(c) Spanish (d) Hebrew
20. Chandralekha was directed by _____ .
(a) Ritwik Ghatak (b) Guru Dutt
(c) Satyajit Ray (d) S.S. Vasani

21. Savitri and Bhasmasur Mohini are some of the feature films produced by _____.
- (a) Raj Kapoor
 - (b) Guru Dutt
 - (c) Dada Sahib Phalke
 - (d) Satyajit Ray
22. The Full form of IPTA is
- (a) Indian People's theatre Association
 - (b) International People's theatre Association
 - (c) Indian Public theatre Association
 - (d) International Public theatre Association
23. Yakshagana of _____ is a very popular folk drama. discussion
- (a) Orissa
 - (b) Karnataka
 - (c) Maharashtra
 - (d) Andhra Pradesh
24. Story telling forms are usually presented in _____ style.
- (a) Balled
 - (b) Maand
 - (c) Keertan
 - (d) Kathai
25. The word Internet is a short form of a complete word ____.
- (a) Internetwork
 - (b) Interconnected Network
 - (c) Internal Network
 - (d) Both a) and b)

26. The word _____ is used to denote the advancement in computers and computing technology beyond the existing machines.
- (a) Fifth Generation (b) High Fidelity
(c) Nano Technology (d) Black
27. The most effective form of communication is _____ communication.
- (a) Mobile (b) Inter-personal
(c) Wireless (d) Internal
28. _____ is considered as one of the pioneers of Indian Cinema.
- (a) Raj Kapoor
(b) Bhatvadekar
(c) Dada Sahib Phalke
(d) Viswanathan
29. Who produced the first motion picture?
- (a) Fox Films
(b) Universal Pictures
(c) Warner Brothers
(d) Walt Disney
30. The frequency of Short Wave is between _____.
- (a) 3000 - 30000 KHz
(b) 88 - 108 MHz
(c) 3000 - 30000 MHz
(d) 88 -108 KHz

31. _____ is interlinked web pages that share a single domain name.
- (a) Website (b) Wikipedia
(c) PDA (d) Cyber media
32. _____ is an example of media convergence
- (a) Mobile Phone
(b) Technology
(c) Media Convergence
(d) Media Content
33. Who discovered Electric current?
- (a) Lord Irwin
(b) Guglielmo Marconi
(c) Hans Christian Oersted
(d) John Fleming

Part B

(7 × 6 = 42)

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

34. (a) Discuss the growth of Journalism in India.
- Or
- (b) Differentiate between periodicals and newspapers.
35. (a) What was the role of Press in India's Independence?
- Or
- (b) Write the role of FM radio.

36. (a) Explain the various genres of television.

Or

(b) Elaborate on the future prospects of Indian Press.

37. (a) Explain Satellite Radio.

Or

(b) Discuss the growth and development of television in India.

38. (a) What is corporate video production? Explain.

Or

(b) Discuss the journey of invention of cinema.

39. (a) Write the difference between TV and film documentary?

Or

(b) Elaborate on the importance of Folk Media.

40. (a) State the key features of effective smartphones.

Or

(b) Highlight the five elements of media literacy.

3. Photolithography refers to lithography using plates made _____
- (a) Photosensor
 - (b) Photochemical
 - (c) Photographically
 - (d) Photo frame
4. _____ lines are lines that, by either the actual elements in the image or the composition of those elements, lead the eye into the picture and, hopefully, to a point of interest.
- (a) Leading
 - (b) Lending
 - (c) Bending
 - (d) Frame
5. The image in the pinhole camera is created on the basis of the _____ of light.
- (a) rectilinear propagation
 - (b) reflection
 - (c) refraction
 - (d) bending
6. TLR stands for _____.
- (a) Two Lens Reflex
 - (b) Twin Lens Reflex
 - (c) Twin Light Reflex
 - (d) Twin Length Reflex
7. A _____ shutter speed allows the image of a moving object to move across the sensor during exposure, resulting in a blurred image, even if the image was sharply focused.
- (a) fast
 - (b) slow
 - (c) medium
 - (d) optimum
8. In photography, AOV means.
- (a) Angle of View
 - (b) Angle of View finder
 - (c) Aperture of View
 - (d) Aperture of Variation

9. A _____ has its optical surface broken up into narrow rings, allowing the lens to be much thinner and lighter than conventional lenses.
- (a) Fisheye lens (b) Process lens
(c) Fresnel lens (d) Zoom lens
10. Which colour has the longest wave length?
- (a) Violet
(b) Indigo
(c) Orange
(d) Red
11. The imaging process is a mapping of an object to a/an _____ plane.
- (a) Image (b) Contour
(c) Surface (d) Inversed
12. A _____ effect is a special effect created for motion pictures and television programs using scale models.
- (a) miniature (b) diorama
(c) collateral (d) reverse
13. The first SLR to implement trap focusing method was _____.
- (a) Nikon (b) Yashica
(c) Canon (d) Pentax
14. _____ is an autofocus mode found on Canon SLR cameras.
- (a) AF-C (b) AI Servo
(c) Continuous Focus (d) Focus Tracking

15. Teleconverter is sometimes called as _____
(a) Self-timer (b) Telephoto
(c) Tele-extender (d) LED
16. A _____ is a device constructed to furnish a strong blast of air.
(a) bellows
(b) macro
(c) hood
(d) tripod
17. _____ is the result of sunlight that has been filtered through tree leaves and projected on a nearby surface.
(a) Dappled light (b) Twilight
(c) Natural light (d) Soft light
18. _____ is a photograph's key ingredient, it's literally the only reason an image can exist.
(a) Subject (b) Light
(c) Lens (d) Film
19. _____ is a device used on the front end of a lens to block the Sun or other light sources.
(a) Lens (b) Bellows
(c) Self timer (d) Lens hood
20. When was electronic flash introduced?
(a) 1931 (b) 1913
(c) 1933 (d) 1934

21. _____ lenses are among the most favored lenses among sports photographers.
- (a) Wide angle (b) Fisheye
(c) Telephoto Zoom (d) Process
22. The colour temperature of a fluorescent light is _____
- (a) 4800 K to 5400 K (b) 4000 K to 4800 K
(c) 5400 K to 6200 K (d) 2500 K to 3500 K
23. _____ photography involves photographing armed conflict and its effects on people and places.
- (a) Social documentary (b) Concerned
(c) War (d) Military
24. _____ was one of the first war photographers.
- (a) Roger Fenton (b) Hilda Clayton
(c) Robert Capa (d) Ernest Brooks
25. A _____ is a set or series of photographs that are made to create series of emotions in the viewer. A photo essay will often show pictures in deep emotional stages.
- (a) photo-book (b) photo-album
(c) photo-essay (d) photo-docu
26. _____ was a photojournalistic magazine published in the United Kingdom.
- (a) Picture Post (b) Picture Perfect
(c) Picture Pen (d) Picture Photo

27. A _____ is a vending machine or modern kiosk that contains an automated, usually coin-operated, camera and film processor.
- (a) photo machine (b) photo express
(c) photo booth (d) photo shop
28. _____ refers to methods of printing from a digital based image directly to a variety of media.
- (a) Digital Photography (b) Digital Processing
(c) Digital Scanning (d) Digital Printing
29. The first Superlenses were made in _____
- (a) 2004
(b) 2003
(c) 2001
(d) 2002
30. ____ is the unit of measurement for the total amount of light permitted to reach the electronic sensor during the process of taking a photograph.
- (a) Brightness (b) Exposure
(c) Focus (d) Intensity
31. If the rule of thirds is too hard for you to remember or employ, when you look through the viewfinder, just repeat the mantra 'Move from centre'.
- (a) Move to the centre (b) Move from Centre
(c) Move to corners (d) Move from left

37. (a) Discuss the various types of lenses and their functions.

Or

(b) What are the different types of tripod? Discuss.

38. (a) What is natural light? How does it impact photography?

Or

(b) What are the various kinds of flash? Discuss.

39. (a) Explain Wildlife Photography in detail.

Or

(b) What are the characteristics of social documentary photography?

40. (a) What are the unethical practices involved in Photo Journalism?

Or

(b) Write a note on photographic education.

N-0124

Sub. Code

205914

**M.A. DEGREE EXAMINATION,
MAY 2022 & DECEMBER 2022
ONLINE PROGRAMME EXAMINATIONS**

First Semester

Journalism and Mass Communication

REPORTING AND EDITING

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

1. Who described Journalism as a service?
 - (a) Mahatma Gandhi
 - (b) Jawaharlal Nehru
 - (c) Stephen
 - (d) Henry Adams

2. _____ journalism, which involves creating appropriate content for the newspaper supplements that are provided with the main newspapers.
 - (a) Convergent
 - (b) Fashion
 - (c) Supplement
 - (d) Auto

3. _____ was the first to propound the concept of watchdog
 - (a) Henry williams
 - (b) James Mill
 - (c) John Mathew
 - (d) Stephen corney

4. IFJ stands for _____.
- (a) International Foundation of Journalists
 - (b) Indian Foundation of Journalists
 - (c) International Federation of Journalists
 - (d) Indian Federation of Journalists
5. Who founded the first school of journalism?
- (a) Walter William (b) John Bogart
 - (c) Joseph Pulitzer (d) William Hearst
6. A _____ in a modern society reflects on various aspects of everyday life.
- (a) new piece (b) news story
 - (c) hard news (d) soft news
7. What is a cardinal principle of journalism?
- (a) Finding the source (b) Protecting the source
 - (c) Providing the source (d) Creating the source
8. Timeliness and _____ are the two factors that determine, affect and influence the news value.
- (a) Accuracy (b) Balance
 - (c) Objectivity (d) Proximity

9. A/An _____ is the most important pillar of a newspaper organization in the domain of news operations.
- (a) editor
 - (b) source
 - (c) reporter
 - (d) event
10. What is UNI?
- (a) United News of India (b) Universal News of India
 - (c) Union News of India (d) Unified News of India
11. Who suggested about the important qualities of Business and Economy reporter?
- (a) Obe (b) Clark
 - (c) Gary Blake (d) Mencher
12. A good business and economy Reporter must also be research _____, very analytical, detailed and critical in his or her writings.
- (a) scholar (b) savvy
 - (c) degree holder (d) oriented
13. Name the Indian newspapers which gave a big thrust to investigative reporting.
- (a) Indian Express (b) The Hindu
 - (c) Times of India (d) Deccan Chronicle

14. Who defined investigative journalism as ‘a news is what somebody, somewhere is trying to suppress. Everything else is advertising’.
- (a) Bob Woodward (b) William Randolph Hearst
(c) Gary Blake (d) Carl Bernstein
15. In Vlog one uses more _____ to tell a story
- (a) Animation (b) Videos
(c) Text (d) Audio
16. Morgue is _____.
- (a) back Volume (b) photo archive
(c) printing machine (d) news library
17. What is ONA?
- (a) Online News Agency Agenda (b) Online News
(c) Online News Agent (d) Online News Association
18. _____ reporting means that the reporter seeks to find the implications of an event.
- (a) Interpretative (b) Citizen
(c) Political (d) Education
19. _____ reporter should be a combination of crusader, super-detective and blood hound.
- (a) Sports (b) Business
(c) Political (d) Investigative
20. Identify which is not the video sharing platform
- (a) Youtube (b) Vimeo
(c) TikTok (d) Motiondaily

21. Online News Association was founded in
- (a) 1998 (b) 2001
(c) 2002 (d) 1999
22. The circulation department becomes the most important department of a newspaper organization.
- (a) printing (b) circulation
(c) marketing (d) editorial
23. _____ is the convergence of all three media vehicles namely audio, video and print.
- (a) Connectivism (b) Traditional Media
(c) New Media (d) Connectionism
24. The most common proportions used in newspapers are_____
- (a) 3:2, 5:3 (b) 2:3, 3:5
(c) 1:2, 4:3 (d) 2:1, 3:4
25. Magazines can be broadly classified into _____categories
- (a) Two (b) Three
(c) Five (d) Six
26. _____ is a brief publicity notice as on a book jacket.
- (a) Masthead (b) Dateline
(c) Blurb (d) Lead story
27. Which is not the SC's of Copy editing?
- (a) Clear (b) Correct
(c) Concise (d) Correlate

28. _____ is responsible for all the editorial issues of the newspaper
- (a) City editor (b) Editor
(c) Managing editor (d) Publisher
29. _____ is the process where an editor checks for typographic errors, spelling mistakes.
- (a) Manipulation (b) Correction
(c) Proof editing (d) Revision
30. DRM refers to
- (a) Digital Rights Management
(b) Digital Rights Maintenance
(c) Documentary Rights Management
(d) Documentary Rights Movement
31. _____ is the conversion of analog information into digital information
- (a) AM (b) Digitization
(c) FM (d) Modulation
32. _____ in a newspaper function like the producers of a television channel.
- (a) Subeditors (b) Assistant editor
(c) Reporter (d) Cameraman
33. _____ editor is responsible for the business pages.
- (a) Education (b) Business
(c) Political (d) Sports

Part B

(7 × 6 = 42)

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

34. (a) Mention the importance of Journalism.

Or

(b) Discuss the three main responsibilities of a Journalist.

35. (a) Discuss the difference between soft news and hard news.

Or

(b) Describe the various functions of news.

36. (a) Explain the concept of Reporting.

Or

(b) Describe Sports Reporting.

37. (a) Explain the job of an investigative reporter.

Or

(b) Elaborate on the different types of Book review.

38. (a) Explain the various forms of editing.

Or

(b) Explain the concept of inverted pyramid.

39. (a) What are the main functions of the editorial department?

Or

(b) How will you describe the work of copy editors?

40. (a) Discuss the Indian Copyright Act, 1957.

Or

(b) What are the challenges of editing?

N-0170

Sub. Code

205931

**M.A. (J & MC) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

Journalism and Mass Communication

GRAPHIC COMMUNICATION

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Elias St. Elmo Lewis came up with the acronym
 - (a) VIDA
 - (b) AIDA
 - (c) DIAC
 - (d) IDAV
2. Proximity of elements is a part of_____ theory
 - (a) Gestalt
 - (b) Maslow
 - (c) Humanistic
 - (d) Cognitive
3. Typographic hierarchy is very important in _____
 - (a) Advertising
 - (b) Hard News
 - (c) Feature News
 - (d) Design

4. _____ was first coined by William Addison Dwiggins.
- (a) Layout
 - (b) Typography
 - (c) Graphic Design
 - (d) Modern Design
5. Graphics are _____ Presentations on some surface such as wall, canvas and paper.
- (a) Persuasive
 - (b) Informative
 - (c) Audio
 - (d) Visual
6. Communication through visual aid is called as _____ Communication
- (a) Visual
 - (b) Written
 - (c) Verbal
 - (d) Non-verbal
7. _____ development is a process of developing ideas to solve specific design problems.
- (a) Physical
 - (b) Cognitive
 - (c) Concept
 - (d) Emotional
8. A _____ is a visual record of the designers thought process.
- (a) Tagline
 - (b) Hyperlink
 - (c) Bookmark
 - (d) Thumbnail

9. _____ is a flat surface that has defined borders.
- (a) Point
 - (b) Plane
 - (c) Colour
 - (d) Line
10. Negative space is also called as _____
- (a) White space
 - (b) Black space
 - (c) Green space
 - (d) Colour space
11. _____ is a visual and a tactile quality that designers work.
- (a) Text
 - (b) Colour
 - (c) Texture
 - (d) Stylesheet
12. _____ is the science of using letter forms for communication.
- (a) Free Press
 - (b) Communist Media
 - (c) Typography
 - (d) Authoritarian
13. Part of one image can be selected and superimposed on another image is called as
- (a) Morphing
 - (b) Sharpening
 - (c) Brightness
 - (d) Contrast

14. Part of the images can be selected and chopped off is called
- (a) Whitening
 - (b) Sharpening
 - (c) Special effects
 - (d) Cropping
15. _____ is the popular photo editing software.
- (a) VSCO
 - (b) Instagram
 - (c) Canva
 - (d) Snapseed
16. Red, Yellow and Blue are called as _____ Colours
- (a) Secondary
 - (b) Primary
 - (c) Tertiary
 - (d) Shade
17. Value refers to the lightness or _____ of a colour.
- (a) Darkness
 - (b) Brightness
 - (c) Saturation
 - (d) Tone
18. Green and blue evoke a feeling of _____
- (a) Bravery
 - (b) Frustration
 - (c) hungry
 - (d) Calm
19. The positivity in Red Colour is _____
- (a) Power
 - (b) Innovation
 - (c) Creativity
 - (d) Optimism

20. The negativity in Pink Colour is _____
- (a) Impulsive
 - (b) Isolation
 - (c) Oppression
 - (d) Introversion
21. Examples of Publication Graphic Design _____
- (a) Books
 - (b) Newspapers
 - (c) Newsletters
 - (d) All the above
22. _____ identifies and displays a person or product's name.
- (a) Film
 - (b) Name Plate
 - (c) Catalogue
 - (d) Annual reports
23. _____ are for specific type of audiences.
- (a) Books
 - (b) Newspapers
 - (c) Posters
 - (d) Magazines
24. _____ line is used to get the reader to read up and down the page.
- (a) Horizontal
 - (b) Vertical
 - (c) Circular
 - (d) Diagonal

25. A typical newspaper article contains _____ parts
- (a) Five
 - (b) Four
 - (c) Three
 - (d) Six
26. _____ is an article written by or under the direction of the editor of a newspaper.
- (a) Documentary
 - (b) Feature
 - (c) Editorial
 - (d) Advertorial
27. The job of a fashion journalist is to report on the latest_____ trends.
- (a) Poesy
 - (b) Fashion
 - (c) Entertainment
 - (d) Music
28. _____ is more specific and targeted business model.
- (a) Paid Banner Ads
 - (b) Bounce Ads
 - (c) Pay Per View
 - (d) Pay Per Lead
29. _____ advertisement has the maximum impact.
- (a) Display Classified
 - (b) Regular Classified
 - (c) Classified Display
 - (d) Neutral Display

30. Which is not the important element of Book Design?
(a) Book Structure (b) Printed Page
(c) Cover (d) Advertisement
31. _____ is the marketing practice of actively shaping your brand.
(a) Branding
(b) Promotional material
(c) Poster Design
(d) Hospitality Material
32. Which is not the input device used in a computer?
(a) Keyboard (b) Mouse
(c) Monitor (d) Scanner
33. Light that doesn't come from any direction is termed as _____ light
(a) Directional (b) Ambient
(c) Bounce (d) Point

Part B

(7 × 6 = 42)

Answer **all** questions, by choosing either (a) or (b).

34. (a) Explain the purposes of design.
Or
(b) Discuss the merits of Graphic Communication.
35. (a) Outline the components of Graphic Design.
Or
(b) Write about the different types of font.

36. (a) Explain the importance of Colour Psychology.

Or

(b) What is Master Page and Style sheet?

37. (a) How will you structure a magazine article?

Or

(b) Write about the impact of Internet on Fashion Journalism.

38. (a) Discuss the purposes of Packaging and package labels.

Or

(b) Highlight the importance of Business Correspondence.

39. (a) Explain any three Graphics Input —Output devices.

Or

(b) Write about the different file formats.

40. (a) Explain the significance of Curves and Surfaces.

Or

(b) Elaborate on perception and depth of field.

N-0171

Sub. Code

205932

**M.A. (J & MC) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

Journalism and Mass Communication

COMMUNICATION RESEARCH METHODS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **ALL** the questions.

1. _____ is a systematized effort to gain new knowledge.
(a) Media (b) Research
(c) Agency (d) Electronic media
2. Exploratory research studies gain familiarity with a phenomenon or to achieve new _____
(a) Insights (b) Thoughts
(c) Content (d) Event
3. _____ research aims at improving the social reality
(a) Normative survey
(b) Descriptive
(c) Historical
(d) Action

4. _____ is the consistency of the scales used for measurement in a research.
- (a) Validity (b) Correlation
(c) Reliability (d) Objectivity
5. _____ is one of the major social institutions of a society.
- (a) Mass Media
(b) TV
(c) Community Radio
(d) Social Media
6. Which research aims at improving a theory, product or process?
- (a) Action (b) Applied
(c) Ethnography (d) Historical
7. _____ is the skeleton for the research project
- (a) Research problem
(b) Mental mapping
(c) Research Design
(d) Exploration
8. _____ research design deals with numbers.
- (a) Qualitative (b) Basic
(c) Ethnographic (d) Quantitative
9. _____ method involves studying the entire population or universe of research.
- (a) Survey (b) Census
(c) Case study (d) Interview

10. Observation are conducted in natural environments or settings.
(a) Participatory (b) Non-Participatory
(c) Clinical studies (d) Case study
11. The important limitations of Content analysis is _____
(a) Coders unbiased (b) Non-interpretative
(c) Time consuming (d) None of the above
12. _____ interview is highly flexible
(a) Group (b) Focussed
(c) Structured (d) Clinical
13. Which is not the characteristic of good research tool?
(a) Clarity (b) Ambiguity
(c) Brevity (d) Simple
14. _____ Questions are best suited for large scale surveys.
(a) Open-ended (b) Likert
(c) Bipolar (d) Close-ended
15. _____ are a way of estimating public opinion on a certain matter.
(a) Opinion Polls (b) Public needs
(c) Public visibility (d) Public concept
16. The process of study the entire population is called as _____
(a) Universe (b) Census
(c) Sample (d) Element

17. In Stratified Sampling, population is divided into different
- (a) Element (b) Group
(c) Strata (d) Entity
18. Sampling is used because it is quick, inexpensive and _____ convenient.
- (a) Quota (b) Snow- ball
(c) Purposive (d) Convenience
19. _____ error is the fault of the investigation
- (a) Random Sampling
(b) Systematic Sampling
(c) Non-sampling
(d) Chance
20. _____ refers to the numerical average of a set of values.
- (a) Mean (b) Median
(c) Mode (d) Percentage
21. The most common value among a set of values is called _____
- (a) Mean (b) Median
(c) Mode (d) Percentage
22. _____ tabulation is quite useful in market research studies
- (a) Simple (b) Complex
(c) Cross (d) Compound
23. _____ Statistics describe numerical data.
- (a) Descriptive (b) Historical
(c) Ethnographic (d) Qualitative

24. _____ is the most widely used measure of dispersion.
- (a) Mean (b) Variance
(c) Range (d) Standard Deviation
25. t- test is used to compare more than ____ groups on a single variable.
- (a) Five (b) Four
(c) Three (d) Two
26. An example of non-parametric tests are
- (a) Mann-Whitney U test
(b) Kruskal wallis
(c) Chi-square
(d) All the above
27. Univariate statistics describe _____ variable
- (a) Two (b) One
(c) Five (d) Three
28. The statement being tested in a statistical test is called the _____
- (a) Ideas (b) Acceptance
(c) Null Hypothesis (d) Errors
29. Null Hypothesis is true and you reject it, you make _____ error
- (a) No
(b) Type I
(c) Type II
(d) Chance

37. (a) Elaborate on different types of data analysis techniques.

Or

(b) Explain inferential statistics

38. (a) Explain the different levels of measurement.

Or

(b) What do you mean by research report? Discuss

39. (a) Explain data processing.

Or

(b) State the essentials of a good research report.

40. (a) Elaborate on the components of Research Proposal.

Or

(b) What are the types and uses of Graphs?

N-0172

Sub. Code

205933

**M.A. (J & MC) DEGREE EXAMINATION,
MAY 2022 AND DECEMBER 2022**

ONLINE PROGRAMME EXAMINATIONS

Second year – Third Semester

Journalism and Mass Communication

MEDIA LAWS AND ETHICS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all the** questions.

1. Vernacular Press Act was passed in the year _____
(a) 1868 (b) 1878
(c) 1876 (d) 1866
2. The Article which represents Right to equality is _____
(a) 14-18 (b) 19-22
(c) 23-24 (d) 25-28
3. The Indian penal code was passed in _____
(a) 1855 (b) 1850
(c) 1840 (d) 1860
4. Punishment for contempt of court includes imprisonment
may be extended for _____ months
(a) 9 (b) 4
(c) 6 (d) 2

5. Who was the first press commission chairman in India?
(a) Dr. C.P. Ramasamy Aiyer
(b) Dr. Zakir Hussain
(c) Dr. V.K.V. Rao
(d) J.S. Rajashyakshaya
6. The second press commission was constituted in the year _____
(a) 1978 (b) 1998
(c) 1928 (d) 1938
7. RTI is a part of fundamental right under the article _____
(a) 18(1) (b) 18(2)
(c) 19(1) (d) 19(2)
8. The press council comprise of _____ members.
(a) 20 (b) 26
(c) 27 (d) 28
9. Abandoning of child under _____ years of age is an offence
(a) 10 (b) 12
(c) 18 (d) 21
10. Which one of the following article represents equality before law for women?
(a) 14 (b) 16
(c) 17 (d) 19
11. The constitutional of the Republic of India was on 1950 _____ article.
(a) 360 (b) 375
(c) 395 (d) 380

12. Article 21 proclaims that state shall provide free and compulsory education to all children of the age of _____
- (a) 4 to 15 (b) 5 to 10
(c) 6 to 14 (d) 10 to 15
13. The central board of film certification was set up in the year _____
- (a) 1950 (b) 1955
(c) 1960 (d) 1965
14. Who was the chairman of India cinematograph Committee?
- (a) R. Vasudevan (b) R. Ramasamy Mudaliar
(c) S. Sivaraman (d) T. Rangachariar
15. Editing the original picture is called
- (a) Sub editing (b) Phreaking
(c) Morphing (d) Spamming
16. Reserve Bank of India act was passed in the year _____
- (a) 1954 (b) 1934
(c) 1924 (d) 1944
17. Press is _____ instrument in the creation of public opinion
- (a) Primary (b) Secondary
(c) People (d) Public
18. Collection and dissemination of information is the duty of the _____
- (a) Editor (b) Chief reporter
(c) Reporter (d) Press

19. The print advertising should not _____ the message
- (a) Misinterpret
 - (b) Avoid
 - (c) Focus
 - (d) Emphasize
20. _____ posture should not be part of advertising form
- (a) Salacious
 - (b) Attractive
 - (c) Creative
 - (d) Animation
21. The degrading kind of journalism is known as _____
- (a) Red Journalism
 - (b) White Journalism
 - (c) Pure journalism
 - (d) Yellow journalism
22. Compensation granted in terms of section _____
- (a) 21 (b) 22
 - (c) 32 (d) 31
23. The copy rights act was passed in the year _____
- (a) 1965 (b) 1955
 - (c) 1967 (d) 1957
24. WIPO is the _____ forum for intellectual property services.
- (a) National (b) Global
 - (c) State (d) Public

25. The Indian Broadcasting Federation was established in the year _____
- (a) 2011 (b) 2012
(c) 2010 (d) 1998
26. BCCC examines complaints on the content of _____
- (a) News publication
(b) Advertising
(c) Television Channel
(d) Radio Channel
27. The ASCI stands for _____
- (a) Advertising state committee of India
(b) Advertisement council of India
(c) Association council of India
(d) Administrative council of India
28. Advertisement must be
- (a) Irritating (b) Forceful
(c) Harmful (d) Truthful
29. The Primary function of the copy right law is to protect _____ by the other peoples work.
- (a) Annexation (b) Copying
(c) Referring (d) Citing the work
30. The society registration act was passed in the year
- (a) 1840 (b) 1850
(c) 1865 (d) 1860

31. Child means any person below the age of
(a) 18 (b) 15
(c) 20 (d) 17
32. Broadcast Content Complaints Council is in
(a) USA (b) China
(c) India (d) Japan
33. The information technology act was passed in the year
(a) 2002 (b) 2000
(c) 2005 (d) 2006

Part B (7 × 6 = 42)

Answer **all** questions, choosing either (a) or (b).

34. (a) Explain the fundamental rights in Indian constitution.
Or
(b) Discuss the merits of press laws in India.
35. (a) Outline the parliamentary privileges of India.
Or
(b) Write about the salient features of right to information act.
36. (a) Explain the importance of criminal laws.
Or
(b) What is specified fundamentals right?
37. (a) Explain about cinematograph act 1952.
Or
(b) Write about the impact of cyber laws in India.

38. (a) Discuss the role of professional bodies.

Or

(b) Highlight the importance of media ethics.

39. (a) Explain any three domestic violence

Or

(b) Write about the law of copyright

40. (a) Explain the role of Journalism and public opinion.

Or

(b) Elaborate on codes of ethics for media professionals.
