

**N-0558**

**Sub. Code**

**205911**

**M.A. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year – 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.

Choose the correct answer.

1. What is Mass Communication?
  - (a) Communication between two individuals
  - (b) Communication between a small group of people
  - (c) Communication to a large and diverse audience
  - (d) Communication through letters and emails
  
2. Which is often referred to as the “Fourth Estate” in journalism, symbolizing its role as a check on government power?
  - (a) The President
  - (b) The Public Relations Officer
  - (c) The News Anchors
  - (d) The Press

3. The term “gatekeeping” in journalism refers to :
- (a) The process of selecting and controlling what news stories are published or broadcast
  - (b) Building physical gates around newsrooms for security
  - (c) A style of writing headlines
  - (d) Conducting interviews with high-profile individuals
4. Which of the following is a traditional mass media platform?
- (a) Social media
  - (b) Radio
  - (c) Video conferencing
  - (d) Text messaging
5. Which communication theory suggests that media has a powerful influence on shaping public opinion and attitudes?
- (a) Cultivation Theory
  - (b) Agenda-Setting Theory
  - (c) Social Learning Theory
  - (d) Two-Step Flow Theory
6. Which of the following is a private television news channel in India?
- (a) Doordarshan National
  - (b) DD Sports
  - (c) NDTV
  - (d) Lok Sabha TV

7. What is the primary role of the Press Council of India?
  - (a) Regulating the film industry
  - (b) Regulating the internet
  - (c) Promoting and preserving freedom of the press
  - (d) Regulating the stock market
8. What is the term for a brief, attention-grabbing statement used in news headlines or advertisements?
  - (a) Byline
  - (b) Slogan
  - (c) Masthead
  - (d) Jingle
9. Which of the following is NOT a common principle found in press codes?
  - (a) Accuracy
  - (b) Sensationalism
  - (c) Fairness
  - (d) Privacy
10. Which ethical principle in journalism requires journalists to be accountable for their work and to correct errors promptly?
  - (a) Privacy
  - (b) Objectivity
  - (c) Accuracy
  - (d) Sensationalism
11. The primary goal of a press commission is to :
  - (a) Promote sensationalism in the media
  - (b) Uphold the principles of responsible journalism
  - (c) Encourage media monopolies
  - (d) Promote government propaganda
12. Which communication model involves a sender, a message, a channel, and a receiver?
  - (a) Hypodermic Needle Model
  - (b) Two-Step Flow Model
  - (c) Linear Communication Model
  - (d) Transactional Model

13. The Varghese Committee, led by *Kuldip Nayar* and B.G. Varghese, was primarily concerned with which aspect of the Indian media?
- (a) Investigating media ownership patterns
  - (b) Recommending policy changes for the film industry
  - (c) Addressing issues of media ethics and standards
  - (d) Promoting regional language newspapers
14. Which of the following is an example of a “soft news” story?
- (a) A Political election updates
  - (b) A celebrity’s new movie release
  - (c) A scientific research breakthrough
  - (d) A natural disaster report
15. Which organization operates the All India Radio (Akashvani) in India?
- (a) Prasar Bharati
  - (b) Indian Broadcasting Corporation
  - (c) Indian Radio Authority
  - (d) National Broadcasting Network
16. What is the primary objective of journalism?
- (a) To entertain
  - (b) To inform and educate
  - (c) To promote advertisers
  - (d) To create controversy
17. DAVP (Directorate of Advertising and Visual Publicity) is a government agency responsible for:
- (a) Promoting Indian cinema abroad
  - (b) Regulating outdoor advertising in metropolitan areas
  - (c) Managing government advertising campaigns
  - (d) Operating public libraries in India

18. The Press Registrar of India is responsible for :
- (a) Registering and regulating newspapers and periodicals
  - (b) Maintaining the official government website
  - (c) Managing the national library system
  - (d) Overseeing radio broadcasting licenses
19. In the Transactional Model, communication is seen as a :
- (a) Linear process      (b) Cyclical process
  - (c) One-way process    (d) Random process
20. Which news agency is known for its photojournalism and multimedia content in India?
- (a) PTI
  - (b) ANI
  - (c) UNI
  - (d) PIB (Press Information Bureau)
21. Which Indian news agency primarily focuses on regional and local news?
- (a) PTI
  - (b) ANI
  - (c) UNI
  - (d) IANS (Indo-Asian News Service)
22. Which Indian news agency primarily serves the government's communication needs and official releases?
- (a) PTI                      (b) ANI
  - (c) UNI                      (d) PIB
23. The Osgood-Schramm Model emphasizes the importance of:
- (a) Message transmission
  - (b) Context and shared meaning
  - (c) Encoding and decoding
  - (d) Linear communication

24. Berlo's SMCR Model stands for:
- (a) Sender, Message, Communication, Receiver
  - (b) Source, Message, Channel, Receiver
  - (c) Signal, Media, Code, Receiver
  - (d) Source, Message, Context, Receiver
25. Which Indian news agency is the oldest and was founded in 1909?
- (a) PTI
  - (b) ANI
  - (c) UNI
  - (d) Hindustan Times News
26. In a high-context culture, communication relies more on:
- (a) Explicit verbal messages
  - (b) Nonverbal cues and context
  - (c) Written documentation
  - (d) Sarcasm and humor
27. Who is often credited with inventing the television?
- (a) Thomas Edison
  - (b) Guglielmo Marconi
  - (c) John Logie Baird
  - (d) Alexander Graham Bell
28. The digital divide refers to :
- (a) The gap between generations in technology use
  - (b) The disparity in internet access and technology usage among different groups
  - (c) A type of encryption used in online communication
  - (d) The difference in communication styles between urban and rural areas

29. What was the first satellite to broadcast television signals, making global communication possible?
- (a) Sputnik 1                      (b) Telstar 1  
(c) Apollo 11                      (d) Hubble Space Telescope
30. In which decade was the first practical and widely available color television introduced to the public?
- (a) 1920s                      (b) 1930s  
(c) 1950s                      (d) 1980s
31. What is the primary characteristic of print media?
- (a) Interactive                      (b) Digital  
(c) Static                      (d) Dynamic
32. What is the purpose of a “byline” in a print publication?
- (a) To indicate the publication date  
(b) To credit the author of the article  
(c) To highlight the main headline  
(d) To provide contact information for the editor
33. What is a “pull quote” in print media?
- (a) A type of crossword puzzle  
(b) A quotation from an advertiser  
(c) A highlighted excerpt from the main article  
(d) A printing error

**Part B**

(7 × 6 = 42)

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

34. (a) Write a brief note of intrapersonal Communication.

Or

- (b) Explain the Gerbner’s model of communication with proper illustration.

35. (a) Elucidate the impact of Internet on the Political sphere.

Or

(b) Discuss the significance of Dances Helical Model of communication.

36. (a) Explain the role of journalism in a democratic society.

Or

(b) Intricate the importance of press codes in maintaining ethical standards in journalism.

37. (a) Bring out the recommendations of First Press Commission.

Or

(b) Expound the key recommendations of the Chanda Committee report.

38. (a) Enlist the significance of Radio broadcast during pandemic situations.

Or

(b) Bring out the key features of a Community Radio.

39. (a) Elucidate the roles and responsibilities of the Press Registrar in India.

Or

(b) Discuss the roles and contributions of a News Agency.

40. (a) Debate on the role of Mass Media in shaping the public opinion.

Or

(b) Enlist the limitations of Mass Media.



**N-0559**

**Sub. Code**

**205912**

**M.A. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year – 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. Who is credited with the invention of the radio?
  - (a) Thomas Edison
  - (b) Guglielmo Marconi
  - (c) Alexander Graham Bell
  - (d) Nikola Tesla
  
2. FM radio stands for
  - (a) Frequency Modulation
  - (b) Federal Media
  - (c) Fast Messaging
  - (d) Free Music
  
3. In which year was the first postal system introduced in India by the British?
  - (a) 1757
  - (b) 1854
  - (c) 1947
  - (d) 1971

4. Which of the following is not a major English-language newspaper in India?
- (a) The Times of India
  - (b) The Indian Express
  - (c) The Tribune
  - (d) Anandabazar Patrika
5. "The Hindu" newspaper is headquartered in which city?
- (a) Chennai
  - (b) New Delhi
  - (c) Mumbai
  - (d) Kolkata
6. Who is known as the "Father of Indian Journalism" and founded the newspaper "The SamacharDarpan"?
- (a) Raja Ram Mohan Roy
  - (b) BalGangadhar Tilak
  - (c) Mahatma Gandhi
  - (d) Jawaharlal Nehru
7. The first televised event in history was the broadcast of
- (a) The 1936 Berlin Olympics
  - (b) The coronation of Queen Elizabeth II
  - (c) The moon landing in 1969
  - (d) The opening of the Eiffel Tower
8. When was DD introduced colour TV channel in India?
- (a) 1982
  - (b) 1959
  - (c) 2000
  - (d) 1969
9. What is the name of the first 24-hour news channel in India?
- (a) NDTV India
  - (b) AajTak
  - (c) CNN-News18
  - (d) DD News

10. Who is often referred to as the “Father of the Nation” in India and played a significant role in advocating for press freedom?  
(a) Jawaharlal Nehru (b) Bhagat Singh  
(c) Mahatma Gandhi (d) Sardarvallabhbhai Patel
11. Which of the following is a popular business newspaper in India?  
(a) Dainik Jagra (b) The Economic Times  
(c) Lokmat (d) Deccan Herald
12. Which of the following statements best defines press freedom?  
(a) The freedom of the press to report only positive news  
(b) The ability of the media to operate without government censorship or control  
(c) A license for the press to publish false or misleading information  
(d) The power of the press to influence government decisions
13. Which of the following is a primary focus of VividhBharati?  
(a) News and current affairs  
(b) Sports broadcasting  
(c) Music and entertainment programs  
(d) Educational content
14. Which government body regulates community radio in India?  
(a) Ministry of Information and Broadcasting  
(b) Telecom Regulatory Authority of India (TRAI)  
(c) Central Board of Secondary Education (CBSE)  
(d) National Broadcasting Commission (NBC)

15. When was television first introduced in India?  
(a) 1947 (b) 1959  
(c) 1975 (d) 1962
16. Which was the first Indian TV show to cross the 2,000-episode mark?  
(a) KyunkiSaasBhiKabhiBahuThi  
(b) CID (Crime Investigation Department)  
(c) Mahabharat  
(d) Taarak Mehta KaooltahChashmah
17. Which Indian state has the highest TV viewership?  
(a) Maharashtra (b) Uttar Pradesh  
(c) Tamil Nadu (d) West Bengal
18. In which year did India switch from analog to digital TV transmission in major cities?  
(a) 2007 (b) 2012  
(c) 2017 (d) 2020
19. Which component is essential to receive satellite TV signals?  
(a) VCR (b) Digital camera  
(c) Satellite dish (d) Microwave oven
20. What does HDTV stand for in the context of television?  
(a) High-Definition Television  
(b) Home Digital Television  
(c) High-Density Television  
(d) Hybrid Digital Television

21. Which of the following is a potential disadvantage of satellite TV?
- (a) More channels and programming choices
  - (b) Lower picture and sound quality
  - (c) No need for a satellite dish
  - (d) Limited access to international channels
22. Who is often regarded as the pioneer of motion pictures and is credited with inventing the first practical motion picture camera?
- (a) Thomas Edison
  - (b) Lumière Brothers
  - (c) Georges Méliès
  - (d) Eadweard Muybridge
23. Which Indian actress is often called the “Mahanati” and is known for her iconic roles in Telugu and Tamil cinema during the 1950s and 1960s?
- (a) Rekha
  - (b) HemaMalini
  - (c) Savitri
  - (d) Sridevi
24. Who is considered one of the pioneers of Indian parallel cinema and directed films like “PatherPanchali” and “Charulata”?
- (a) Raj Kapoor
  - (b) Guru Dutt
  - (c) Satyajit Ray
  - (d) Dadasaheb Phalke
25. The film “Sholay,” released in 1975, is a classic of Indian cinema. Who directed it?
- (a) Yash Chopra
  - (b) Raj Kapoor
  - (c) Ramesh Sippy
  - (d) Manmohan Des
26. Who is often considered the pioneer of modern documentary film making and is known for his film “Nanook of the North” (1922)?
- (a) Alfred Hitchcock
  - (b) D.W. Griffith
  - (c) Sergei Eisenstein
  - (d) Robert J. Flaherty

27. The technique of “re-enactment” in documentary film making involves
- (a) Creating fictional scenes to enhance the drama of the story
  - (b) Using animation to illustrate complex concepts
  - (c) Filming events as they naturally occur without intervention
  - (d) Focusing on close-up shots of the subject’s face
28. What is the primary purpose of documentary film making?
- (a) Entertainment and fictional storytelling
  - (b) To capture real-life events and provide a factual account
  - (c) To promote a particular political agenda
  - (d) To create visually appealing and stylized narratives
29. What is the primary characteristic of folk arts?
- (a) They are created by professional artists
  - (b) They are traditional and passed down through generations
  - (c) They are only found in urban areas
  - (d) They are heavily influenced by mainstream media
30. Which of the following is an example of a folk art form?
- (a) Classical ballet
  - (b) Hip-hop music
  - (c) Native American beadwork
  - (d) Renaissance painting
31. Who is often credited with coining the term “Web 2.0”?
- (a) Tim Berners-Lee
  - (b) Mark Zuckerberg
  - (c) Tim O’Reilly
  - (d) Larry Page

32. The World Wide Web (WWW) was invented by  
(a) Tim Berners-Lee (b) Mark Zuckerberg  
(c) Larry Page (d) Steve Job
33. What is the original purpose of the ARPANET, the precursor to the modern internet?  
(a) To provide a global platform for e-commerce  
(b) To facilitate academic and military communication  
(c) To create a social networking platform  
(d) To support the entertainment industry

**Part B** (7 × 6 = 42)

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

34. (a) Write a short note on the Significance of Postal Services in early periods.

Or

- (b) Give a brief note on the current listenership status for Radio Broadcast.

35. (a) Explain the various ownership patterns in Television industry.

Or

- (b) Enlist the role of Print Media during the freedom struggle.

36. (a) Differentiate the AM frequency from the FM frequency.

Or

- (b) Intricate the concept of Digital Divide.

37. (a) Expound the challenges involved in production of Entertainment News.

Or

(b) Explicate the significant impact of Talkies in the cinematic sphere.

38. (a) Enlist the contradictions between Parallel cinema and Commercial cinema.

Or

(b) Explain the significance of folk media in preserving cultural heritage and traditions.

39. (a) Elucidate the impact of New Media in Journalism.

Or

(b) Discuss the ethical considerations involved in E-Publishing.

40. (a) Write a short note on YouTube content Production.

Or

(b) Discuss the impact of folk media on community engagement.

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**N-0560**

**Sub. Code**

**205913**

**M.A. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATION**

**First Year – First Semester**

**(Journalism and Mass Communications)**

**PHOTOGRAPHY**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. What photographic innovation did George Eastman introduce in 1888?
  - (a) The daguerreotype
  - (b) The Polaroid camera
  - (c) The roll film camera
  - (d) The digital camera
2. Who is known for his motion studies, capturing sequences of images to study movement?
  - (a) Edward Weston
  - (b) Eadweard Muybridge
  - (c) Cindy Sherman
  - (d) Richard Avedon
3. The f-stop or aperture setting primarily regulates
  - (a) Exposure time
  - (b) Depth of field
  - (c) Focal length
  - (d) Lens quality

4. Which of the following is the fastest shutter speed?  
(a) 1/60 second      (b) 1/250 second  
(c) 1/1000 second      (d) 1 second
5. Which camera type is commonly used for wildlife and sports photography due to its fast autofocus and high-speed shooting capabilities?  
(a) DSLR      (b) Mirrorless  
(c) Medium Format      (d) Pinhole Camera
6. Which camera angle is often used for establishing shots to provide a neutral, objective view of a scene?  
(a) High angle      (b) Low angle  
(c) Bird's-eye view      (d) Eye level
7. When shooting a subject from below to make them appear larger and more imposing, it's called a  
(a) Bird's-eye view      (b) High angle  
(c) Dutch angle      (d) Over-the-shoulder
8. What camera angle is used to create a sense of power, dominance, or authority for the subject?  
(a) High angle      (b) Low angle  
(c) Eye level      (d) Dutch angle
9. A camera angle that emphasizes the grandeur and scale of a landscape or setting is called  
(a) Low angle      (b) High angle  
(c) Worm's-eye view      (d) Aerial shot
10. Which camera angle is achieved by placing the camera directly above the subject, looking straight down?  
(a) High angle      (b) Low angle  
(c) Bird's-eye view      (d) Canted angle

11. A prime lens typically has
  - (a) A fixed focal length
  - (b) A variable focal length
  - (c) Image stabilization
  - (d) Zoom capabilities
  
12. What does the “focal length” of a camera lens refer to?
  - (a) The lens’s physical length
  - (b) The lens’s ability to focus quickly
  - (c) The distance between the lens and the sensor
  - (d) The distance from the optical center of the lens to the image sensor
  
13. What does a macro lens specialize in?
  - (a) Wide-angle photography
  - (b) Close-up photography with high magnification
  - (c) Landscape photography
  - (d) Low-light photography
  
14. An  $f/1.8$  lens aperture allows for
  - (a) A narrow depth of field
  - (b) A wide depth of field
  - (c) No depth of field
  - (d) Variable depth of field
  
15. Which lens feature helps to reduce image distortion; especially in architectural photography?
  - (a) Image stabilization
  - (b) Fisheye effect
  - (c) Distortion correction
  - (d) Aperture control

16. A lens with a longer focal length will typically have
- (a) A wider field of view
  - (b) A narrower field of view
  - (c) Faster autofocus
  - (d) Less zoom capability
17. Which type of lens is commonly used for portrait photography due to its ability to create a pleasing background blur (bokeh)?
- (a) Wide-angle lens
  - (b) Macro lens
  - (c) Telephoto lens
  - (d) Fisheye lens
18. The camera movement that involves rotating the camera horizontally from a fixed position is called
- (a) Zoom
  - (b) Tilt
  - (c) Pan
  - (d) Boom
19. When the camera moves vertically, pointing up or down, it is referred to as a
- (a) Dolly
  - (b) Crane
  - (c) Zoom
  - (d) Tilt
20. A camera movement that creates a smooth, gliding motion parallel to the ground is known as a
- (a) Dolly
  - (b) Zoom
  - (c) Tilt
  - (d) Crane
21. When the camera is attached to a long, extendable arm to capture overhead shots or extreme angles, it is using a
- (a) Steadicam
  - (b) Jib
  - (c) Tilt
  - (d) Pan

22. What type of photography focuses on capturing detailed, close-up images of small subjects such as insects, flowers, or jewelry?
- (a) Aerial photography
  - (b) Landscape photography
  - (c) Macro photography
  - (d) Street photography
23. Sports photography primarily involves capturing fast-paced action in sports events. Which type of lens is commonly used for this purpose?
- (a) Wide-angle lens      (b) Telephoto lens
  - (c) Macro lens            (d) Prime lens
24. Which type of photography often tells a story or documents real-life events without the subjects being aware of the camera?
- (a) Portrait photography
  - (b) Street photography
  - (c) Wildlife photography
  - (d) Fashion photography
25. High-speed Photography is used to capture rapidly moving objects, such as exploding balloons or splashing liquids. Which technique is commonly employed for this purpose?
- (a) Time-lapse photography
  - (b) Long exposure photography
  - (c) Freeze-frame photography
  - (d) Multiple exposure photography

26. What type of photography is used to document the natural world, including animals, plants, and landscapes?
- (a) Nature photography
  - (b) Urban photography
  - (c) Architectural photography
  - (d) Sports photography
27. Which of the following is an example of an artificial light source commonly used in photography?
- (a) Sunlight                      (b) Moonlight
  - (c) Candlelight                (d) Strobe flash
28. In a three-point lighting setup, what does the key light do?
- (a) Provides overall illumination
  - (b) Casts soft, diffused light
  - (c) Highlights the subject and adds depth
  - (d) Eliminates shadows completely
29. Which type of artificial light source is known for its continuous and soft illumination, making it ideal for video and portrait photography?
- (a) Incandescent light (b) Fluorescent light
  - (c) LED light                (d) Strobe light
30. In photography what is the term for the technique of using artificial light to create a silhouette effect with the subject appearing as a dark outline against a bright background?
- (a) High-key lighting (b) Low-key lighting
  - (c) Backlighting            (d) Fill lighting

31. What is the primary purpose of a photo essay in photojournalism?
- (a) To showcase a photographer's artistic skills
  - (b) To tell a visual story or convey a message through a series of photos
  - (c) To sell photographs to magazines and newspapers
  - (d) To capture candid shots of celebrities
32. Which photography rule suggests using leading lines to draw the viewer's eye into the image?
- (a) Rule of Thirds      (b) Golden Ratio
  - (c) Leading Lines      (d) Symmetry
33. What is the purpose of the rule of "symmetry" in photography?
- (a) To create a sense of balance and harmony in the composition
  - (b) To add chaos and complexity to the image
  - (c) To make the subject stand out from the background.
  - (d) To intentionally break the rules of composition

**Part B** (7 × 6 = 42)

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

34. (a) Discuss the evolution of Digital Photography in the 20<sup>th</sup> century.

Or

- (b) Explain the importance of composition in photography.

35. (a) Differentiate the features of SLR from that of DSLR.

Or

- (b) Intricate the relationship between aperture and Depth of field.

36. (a) Explore the role of perspective and focal length in photography.

Or

(b) How does the type of lens affect the composition and quality of the photograph?

37. (a) Discuss the significance of the camera's image sensor.

Or

(b) Differentiate the features of Optical view finder from that of electronic view finder.

38. (a) Enlist the uses of Soft boxes and barn doors in photography.

Or

(b) Intricate the challenges associated with wildlife photography.

39. (a) Elucidate the key challenges in frontline photography.

Or

(b) Write a short note on Photo features.

40. (a) Explore the role of photography in contemporary art and digital media.

Or

(b) Discuss the impact of mirror-less cameras in contemporary photography field.



**N-0561**

**Sub. Code**

**205914**

**M.A. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year – First Semester**

**(Journalism and Mass Communication)**

**REPORTING AND EDITING**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

**(33 × 1 = 33)**

Answer **all** questions.

Choose the correct answer

1. What is the primary purpose of an editorial in a newspaper?
  - (a) To report breaking news
  - (b) To provide a summary of current events
  - (c) To express the newspaper's opinion on an issue
  - (d) To showcase advertisements
2. What is a beat reporter?
  - (a) A journalist who covers a specific topic or area, such as politics or sports
  - (b) A journalist who covers celebrity gossip
  - (c) A journalist who only reports on positive news
  - (d) A journalist who writes obituaries
3. What is the term for when a journalist withholds information to protect a confidential source?
  - (a) Plagiarism
  - (b) Libel
  - (c) Shielding
  - (d) Whistleblowing

4. Objectivity in journalism means:
- (a) Having no personal opinions or biases
  - (b) Advocating for a specific political agenda
  - (c) Sensationalizing stories to increase readership
  - (d) Reporting only on positive news
5. Which type of news typically covers events that have just happened or are happening in real-time?
- (a) Feature news      (b) Investigative news
  - (c) Breaking news      (d) Editorial news
6. Human interest news focuses on:
- (a) Political developments
  - (b) Scientific discoveries
  - (c) Emotional or personal stories
  - (d) Economic trends
7. Which news value is associated with the prominence of individuals or institutions involved in a news story?
- (a) Proximity      (b) Timeliness
  - (c) Prominence      (d) Conflict
8. A reporter conducting interviews with experts, eyewitnesses, or people directly involved in a news event is using which type of news source?
- (a) Primary source
  - (b) Secondary source
  - (c) Anonymous source
  - (d) Unreliable source

9. What type of reporting focuses on the current news and provides up-to-the-minute information on events and developments?
- (a) Investigative reporting
  - (b) Feature reporting
  - (c) Breaking news reporting
  - (d) Opinion reporting
10. Which type of reporting involves in-depth research and uncovering hidden information to expose wrong doing or reveal a story's full scope?
- (a) Sports reporting
  - (b) Investigative reporting
  - (c) Entertainment reporting
  - (d) Weather reporting
11. What quality ensures that a reporter can present information clearly and concisely to the audience?
- (a) Clarity
  - (b) Vagueness
  - (c) Ambiguity
  - (d) Complexity
12. Which quality is crucial for a reporter's safety, especially when covering dangerous or conflict situations?
- (a) Fearlessness
  - (b) Recklessness
  - (c) Caution
  - (d) Apathy
13. What does CSR stand for in the context of reporting?
- (a) Corporate Sales Reporting
  - (b) Customer Service Reporting
  - (c) Corporate Social Responsibility Reporting
  - (d) Corporate Stockholder Relations

14. Which of the following types of reporting is concerned with a company's environmental and social impact, including its efforts in sustainability and corporate responsibility?
  - (a) Financial reporting
  - (b) Environmental reporting
  - (c) Social responsibility reporting
  - (d) Governance reporting
  
15. What type of reporting involves the use of augmented reality (AR) or virtual reality (VR) for immersive, interactive reporting experiences?
  - (a) Interactive reporting
  - (b) Traditional reporting
  - (c) Augmented reporting
  - (d) Static reporting
  
16. How can the Internet of Things (IoT) technology be utilized in reporting?
  - (a) It improves data analysis and visualization.
  - (b) It allows for remote printing of reports.
  - (c) It simplifies data encryption.
  - (d) It enhances social media reporting.
  
17. In the context of new technology, what does the term "Big Data" refer to?
  - (a) A single, massive data point
  - (b) A small, concise data set
  - (c) Extremely large and complex data sets
  - (d) Structured and easily manageable data
  
18. Which of the following elements is typically included in a film review?
  - (a) The film's budget
  - (b) Personal opinions and reactions
  - (c) Detailed analysis of camera angles
  - (d) A list of famous movies by the same director

19. Which term is commonly used to describe a film that is excessively long and tedious?
- (a) Blockbuster
  - (b) Epic
  - (c) Boring
  - (d) Thriller
20. When critiquing a film's cinematography, what aspect are you evaluating?
- (a) The quality of the special effects
  - (b) The lighting, camera work, and framing
  - (c) The soundtrack and music choices
  - (d) The performances of the actors
21. In a sports review, what does the term "MVP" stand for?
- (a) Most Valuable Player
  - (b) Most Victorious Performer
  - (c) Most Versatile Player
  - (d) Most Valuable Pitcher
22. Which of the following is not typically included in a sports review?
- (a) Player statistics
  - (b) Highlights of the game
  - (c) Analysis of coaching strategies
  - (d) Personal recipes of the athletes
23. What is the primary purpose of editing in newspaper production?
- (a) To select the most interesting news stories
  - (b) To correct grammatical errors
  - (c) To improve the clarity, accuracy and readability of content
  - (d) To design the layout of the newspaper

24. In the typical structure of a newspaper, which section contains feature stories opinion pieces, and in-depth analysis?
- (a) Sports section      (b) Front page  
(c) Editorial page      (d) Classifieds section
25. What is the role of a Copy editor in the newspaper editing process?
- (a) Writing headlines  
(b) Reporting on events  
(c) Proofreading and correcting errors in articles  
(d) Designing the newspaper layout
26. What is the primary role of the “Editor-in-Chief” in a newspaper organization?
- (a) Managing advertising revenue  
(b) Overseeing the design and layout of the newspaper  
(c) Setting the editorial direction and content of the newspaper  
(d) Handling distribution logistics
27. Which department in a newspaper organization is responsible for generating revenue through advertisements?
- (a) Editorial              (b) Printing  
(c) Circulation            (d) Advertising
28. In a newspaper's editorial department, what is the role of the “Managing Editor”?
- (a) Managing the business side of the newspaper  
(b) Editing and Proofreading articles  
(c) Overseeing the newsroom and assigning stories  
(d) Managing the distribution process

29. What department is responsible for physically printing and producing the newspaper?
- (a) Advertising      (b) Editorial  
(c) Printing      (d) Circulation
30. What does a content editor primarily focus on when editing a book manuscript?
- (a) Grammar and punctuation  
(b) Fact-checking and accuracy  
(c) Typos and spelling errors  
(d) Line-by-line sentence structure
31. Which type of editor specializes in improving the language and style of a manuscript, paying attention to readability and tone?
- (a) Developmental editor  
(b) Proofreader  
(c) Line editor  
(d) Copy editor
32. A style guide, such as the Chicago Manual of Style or the AP Stylebook, is used primarily for:
- (a) Proofreading  
(b) Substantive editing  
(c) Ensuring consistency in writing and formatting  
(d) Rewriting entire paragraphs
33. Which of the following is a core principle of journalism that emphasizes providing information that is relevant and important to the public?
- (a) Sensationalism      (b) Objectivity  
(c) Gate keeping      (d) Advocacy

**Part B**

(7 × 6 = 42)

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

34. (a) Explain the fundamental role of journalism for a democratic society.

Or

- (b) Describe the ethical responsibilities of journalists.

35. (a) Explain the Inverted Pyramid Structure of News story.

Or

- (b) Enlist various News Values.

36. (a) Discuss the importance of objectivity in news reporting.

Or

- (b) Intricate the challenges faced in Political Reporting.

37. (a) Bring out the interesting features involved in Investigative Journalism.

Or

- (b) Expound the various journalistic writing techniques.

38. (a) Enlist contemporary trends followed in Print Media.

Or

- (b) Bring out the challenged faced in editing a daily.

39. (a) Elucidate the importance of an Editorial in a Newspaper.

Or

- (b) Discuss the roles and contributions of a Copy Editor.

40. (a) Write a short note on Web Editing and its techniques.

Or

- (b) Expound the roles and responsibilities of a Resident Editor.



**N-0562**

**Sub. Code**

**205921**

**M.A. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year — 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.

Choose the correct answer.

1. Which communication model depicts communication as a linear process from sender to receiver?
  - (a) Shannon-weaver model
  - (b) Transactional model
  - (c) Interactive model
  - (d) Cognitive model
  
2. Which communication model emphasizes the role of context and feedback in the communication process?
  - (a) Shannon-weaver model
  - (b) Transactional model
  - (c) Interactive model
  - (d) Cognitive model

3. In the transactional model, communication is seen as:
  - (a) A one-way process from sender to receiver
  - (b) A process that involves simultaneous encoding and decoding
  - (c) A process influenced by noise and barriers
  - (d) A process driven by cognitive factors
4. The Shannon-Weaver model includes which elements of communication?
  - (a) Sender, receiver, message channel, noise
  - (b) Sender, receiver feedback context, interpretation
  - (c) Sender, receiver, medium, encoding, decoding
  - (d) Sender, receiver, channel, noise, response
5. Which communication model considers communication as a dynamic process influenced by social and cultural factors?
  - (a) Shannon-Weaver model
  - (b) Transactional model
  - (c) Interactive model
  - (d) Cognitive model
6. According to the transactional model, communication is influenced by:
  - (a) External noise and physical barriers
  - (b) Cultural, social and psychological factors
  - (c) Linguistic rules and grammatical structures
  - (d) Cognitive biases and individual perceptions

7. The interactive model of communication highlights the importance of:
  - (a) Feedback and response from the receiver
  - (b) Noise and barriers in the communication process
  - (c) Encoding and decoding of the message
  - (d) Cultural and social contexts of communication
8. The cognitive model of communication focuses on:
  - (a) The influence of technology on communication
  - (b) The cognitive processes involved in message interpretation
  - (c) The role of social media in shaping communication patterns
  - (d) The impact of cultural diversity on communication
9. Which communication model recognizes that communication is influenced by the individual's knowledge experiences and attitudes?
  - (a) Shannon-weaver model
  - (b) Transactional mode
  - (c) Interactive model
  - (d) Cognitive model
10. Which communication model views communication as an ongoing, dynamic process where both sender and receiver play active roles?
  - (a) Shannon-weaver model
  - (b) Transactional model
  - (c) Interactive model
  - (d) Cognitive model

11. Which communication theory focuses on the persuasive effects of media messages and the role of media in shaping public opinion?
  - (a) Agenda-setting theory
  - (b) Uses and gratifications theory
  - (c) Social cognitive theory
  - (d) Symbolic interactionism
  
12. According to social cognitive theory behaviour change occurs through a process of:
  - (a) Cultural diffusion
  - (b) Cognitive dissonance
  - (c) Observational learning
  - (d) Message framing
  
13. Which communication theory emphasizes the importance of interpersonal relationships and social context in the process of communication?
  - (a) Uses and gratifications theory
  - (b) Symbolic interactionism
  - (c) Cultivation theory
  - (d) Diffusion of innovations theory
  
14. The diffusion of innovations theory explains how new ideas, products or behaviours:
  - (a) Are adopted and spread within a society or social group
  - (b) Shape public opinion and influence social behaviour
  - (c) Fulfil individuals' needs and desires through media consumption
  - (d) Influence the perception of reality through media exposure

15. According to the uses and gratifications theory, individuals choose media content based on:
- (a) The persuasive effects of media messages
  - (b) The desire for social connections and relationships
  - (c) The influence of social norms and cultural values
  - (d) The need to fulfil specific personal needs and interests
16. Propaganda theory suggests that propaganda is:
- (a) A neutral form of communication
  - (b) A persuasive tool used for political purposes
  - (c) A type of misinformation spread intentionally
  - (d) A form of entertainment media
17. According to propaganda theory, the purpose of propaganda is to:
- (a) Inform and educate the public
  - (b) Promote unbiased and objective information
  - (c) Influence public opinion and behaviour
  - (d) Create a sense of social cohesion
18. The two main approaches to propaganda theory are:
- (a) Cognitive dissonance theory and social learning theory
  - (b) Cultivation theory and agenda-setting theory
  - (c) Elaboration likelihood model and social cognitive theory
  - (d) Direct effects model and two-step flow theory

19. According to the Uses and Gratifications theory audience members engage with media to fulfil their:
- (a) Cognitive needs
  - (b) Emotional needs
  - (c) Social needs
  - (d) All of the above
20. The Reception Theory, also known as the Encoding-Decoding model, focuses on how audiences:
- (a) Passively consume media messages
  - (b) Critically interpret and decode media messages
  - (c) Are influenced by media effects
  - (d) Seek gratification from media consumption
21. The Cultivation Theory suggests that prolonged exposure to media content can:
- (a) Shape audience attitudes and beliefs
  - (b) Lead to media dependency
  - (c) Enhance media literacy skills
  - (d) Encourage active audience participation
22. According to the Social Presence Theory which channel of communication is considered to have the highest level of social presence?
- (a) Face-to-face communication
  - (b) Telephone communication
  - (c) Written communication
  - (d) Email communication

23. The Media Richness Theory suggests that the choice of communication channel should depend on:
- (a) The speed of message transmission
  - (b) The cost of using the channel
  - (c) The complexity of the message
  - (d) The level of social presence required
24. According to the Diffusion of Innovations Theory, which channel is considered to be more effective in spreading new ideas or innovations?
- (a) Mass media channels
  - (b) Interpersonal channels
  - (c) Online communication channels
  - (d) Print media channels
25. The Media Effects Theory examines how media messages influence:
- (a) The political landscape
  - (b) Social and cultural norms
  - (c) Economic systems
  - (d) Personal income levels
26. The Agenda-Setting Theory suggests that media have the power to:
- (a) Shape public opinion and influence the salience of issues
  - (b) Manipulate election outcomes
  - (c) Control government policies
  - (d) Increase consumer spending

27. The Cultural Imperialism Theory argues that global media conglomerates:
- (a) Promote cultural diversity and local traditions
  - (b) Facilitate cultural exchange and mutual understanding
  - (c) Influence and dominate local cultures worldwide
  - (d) Have no impact on cultural identities
28. Alternative communication refers to:
- (a) Non-verbal forms of communication
  - (b) Communication channels outside of mainstream media
  - (c) Electronic communication methods
  - (d) Intercultural communication
29. The primary purpose of alternative communication is to:
- (a) Challenge traditional power structures and narratives
  - (b) Promote mass media consumption
  - (c) Support government initiatives
  - (d) Generate profit for media organizations
30. Which of the following is an example of alternative communication?
- (a) Television news broadcasts
  - (b) Social media platforms
  - (c) Independent community radio stations
  - (d) Corporate advertising campaigns



31. The evolution of communication can be traced back to the development of:
- (a) Oral language
  - (b) Written language
  - (c) Printing press
  - (d) Telegraph
32. Media audiences can be categorized into different types based on their:
- (a) Geographic location
  - (b) Socioeconomic status
  - (c) Media consumption habits
  - (d) All of the above
33. The concept of audience segmentation refers to:
- (a) The process of measuring audience size
  - (b) The division of the audience into distinct groups
  - (c) The analysis of audience feedback and opinions
  - (d) The study of media effects on audience behavior

**Part B**

(7 × 6 = 42)

Answer **all** the questions.

34. (a) Enlist the Features of communication.
- Or
- (b) List out the feministic perspectives of communication.
35. (a) Write a brief note on behavioural theories.
- Or
- (b) Bring out the provisions of Authoritarian Media Theory.

36. (a) Delineate the significance of Uses and Gratification theory.

Or

(b) Elucidate the features of Agenda Setting theory.

37. (a) Intricate the provisions of Diffusion of Innovation theory with an example.

Or

(b) What are all the features of Gate Keeping theory?

38. (a) Explain the uniqueness of Audience theories.

Or

(b) Explore the communication factors shaping the communication behaviour.

39. (a) Discuss the role of media in shaping the society.

Or

(b) Brief on the key factors of political communication.

40. (a) Differentiate between the western and eastern perspectives of communication.

Or

(b) Exemplify the primary factors of Alternative Communication.

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**N-0566**

**Sub. Code**

**205931**

**M.A. DEGREE EXAMINATION, DECEMBER 2023.**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year - Third Semester**

**(Journalism & Mass Communication)**

**GRAPHIC COMMUNICATION**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer all questions

1. \_\_\_\_\_ is the process of envisioning, planning and creating objects of any kind.  
(a) Communication (b) Design  
(c) Typography (d) Graphics
2. \_\_\_\_\_ make up a variety of things in the real world, including sculptures, architecture, and other three-dimensional objects.  
(a) Lines (b) Shapes  
(c) Dots (d) Forms
3. \_\_\_\_\_ are responsible for the development of the creative concepts that express the message.  
(a) Designers (b) Artists  
(c) Programmers (d) None of the above

4. \_\_\_\_\_ principles are based on psychological principles that describe how human beings process visual information.
- (a) Organisational (b) Graphical  
(c) Cultural (d) Compositional
5. \_\_\_\_\_ defined design principle as a method for “arranging things better.”
- (a) Samuel Beckett (b) Raymond Carver  
(c) Marvin Bartel (d) Robert Bresson
6. Which of the following is not a component of graphic design?
- (a) Point (b) Circle  
(c) Line (d) Plane
7. \_\_\_\_\_ is the science of using letter forms for communication.
- (a) Typography (b) Graphics  
(c) Animation (d) Lithography
8. \_\_\_\_\_ is the space measured from the bottom of the descender to the top of the ascender
- (a) Pointer (b) Point measure  
(c) Point space (d) Point size
9. Which of the following are the primary colours?
- (a) Red, Green, Blue (b) Orange, Yellow, Blue  
(c) Red, Yellow, Blue (d) Red, Yellow, Green

10. \_\_\_\_\_ are any three colours that are evenly spaced on the colour wheel.
- (a) Tri-colour
  - (b) Triadic
  - (c) Spilt-complementary
  - (d) Analogous
11. \_\_\_\_\_ is the title of a newspaper or magazine at the head of the first or editorial page
- (a) Masthead
  - (b) Name plate
  - (c) Name plaque
  - (d) All of the above
12. \_\_\_\_\_ is a file that serves as a starting point for a new document.
- (a) Master page
  - (b) Template
  - (c) Style sheet
  - (d) None of the above
13. Which of the following is not the basic type of lines in newspaper makeup?
- (a) Vertical
  - (b) Diagonal
  - (c) Parallel
  - (d) Circular
14. The focal point on inside pages is the \_\_\_\_\_ corner if there are no advertisements.
- (a) Bottom right-hand
  - (b) Upper right-hand
  - (c) Bottom left-hand
  - (d) Upper left-hand

15. Which of the following topics are not included in the life style section?
- (a) Fashion                      (b) Food  
(c) Feature story                (d) Health
16. Which of the following is not a type of classified advertisement?
- (a) Regular Classified advertisement  
(b) Regular Display advertisement  
(c) Classified Display Advertisement  
(d) Display classified advertisement
17. \_\_\_\_\_ is a printed report containing news (information) of the activities of a business or an organisation that is sent by mail regularly.
- (a) Newsletter                  (b) Magazine  
(c) Journal                        (d) Notice
18. \_\_\_\_\_ is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use.
- (a) Marketing                    (b) Production  
(c) Packaging                     (d) Distrubution
19. Branding is derived from the word “Brandr,” meaning “to burn” in Ancient \_\_\_\_\_ language.
- (a) Greek                         (b) Hebrew  
(c) Sanskrit                      (d) Norse

20. \_\_\_\_\_ is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.
- (a) Promotion                      (b) Advertising  
(c) Branding                        (d) All the above
21. How many function keys are present on the keyboard?
- (a) 12                                (b) 10  
(c) 13                                (d) 11
22. Expand MICR.
- (a) Magnetic Ink Card Recogniser  
(b) Magnetic Ink Character Reader  
(c) Magnetic Ink Character Recogniser  
(d) Magnetic Ink Card Reader
23. What is TIFF?
- (a) Tagged Inverted File Format  
(b) True Image File Format  
(c) Tagged Image File Format  
(d) True Imagine File Format
24. Which file format is called “Lossy” Compression?
- (a) TIFF                              (b) JPEG  
(c) PNG                                (d) GIF
25. Cones are an example of \_\_\_\_\_.
- (a) Curved surfaces    (b) Ruled surfaces  
(c) Planes                              (d) Parallel surfaces

26. The \_\_\_\_\_ curve is one of the most important curves used in the aircraft and shipbuilding industries.
- (a) Spline                      (b) Bezier  
(c) B-spline                      (d) None of the above
27. \_\_\_\_\_ is a process by which surfaces which should not be visible to the user are prevented from being rendered.
- (a) Occlusion culling  
(b) Visible surface determination  
(c) Hidden surface determination  
(d) Hidden line removal
28. \_\_\_\_\_ illuminates all surfaces everywhere in the whole world evenly regardless of where they are and which way they're facing.
- (a) Ambient light      (b) Directorial light  
(c) Point Light      (d) Spotlight
29. Balance and symmetry are important \_\_\_\_\_ qualities because they are deeply embedded in human DNA.
- (a) Graphic                      (b) communication  
(c) Design                      (d) closure
30. An actual size sketch, presents a more accurate appearance of the proposed design is called \_\_\_\_\_
- (a) Rough layout      (b) Rough  
(c) layout                      (d) All the above
31. Which of the following is not other term for photo editing?
- (a) Image editing      (b) Post-Processing  
(c) Photoshopping      (d) Photo editing



32. \_\_\_\_\_ is hue dulled with grey.  
(a) Saturation (b) Tint  
(c) Tone (d) Value
33. In a newspaper, for instance, a \_\_\_\_\_ may be responsible for choice and placement of national and international news.  
(a) Wire editor (b) Sub editor  
(c) Chief editor (d) Senior editor

**Part B** (7 × 6 = 42)

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

34. (a) Describe the purpose and functions of a good design

Or

- (b) Explain the concept development in graphic design.

35. (a) Write on the role of illustrations in design.

Or

- (b) Write a detailed note on typography.

36. (a) Discuss the importance of colour in designing.

Or

- (b) Explain the Role of computers in designing.

37. (a) Describe the architectural components of newspapers.

Or

- (b) Elaborate lifestyles and feature pages.

38. (a) Explain about letterhead and logo design.

Or

(b) Write a detailed note on hospitality materials and branding.

39. (a) Discuss about the various input devices.

Or

(b) Elaborate two-dimensional graphics.

40. (a) Write about the Parametric representation of curves.

Or

(b) Explain the types of light.

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**N-0567**

**Sub. Code**

**205932**

**M.A. DEGREE EXAMINATION, DECEMBER 2023**

**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)

Multiple Choice Questions.

1. \_\_\_\_\_ research is mainly towards seeking knowledge and not application based.
  - (a) Basic
  - (b) Applied
  - (c) Action
  - (d) Descriptive
  
2. The cultivation theory was developed by \_\_\_\_\_ in 1967.
  - (a) Davison
  - (b) Maxwell McCombs
  - (c) George Garbner
  - (d) Donald L. Shaw

3. \_\_\_\_\_ takes place when messages from media change the opinion, beliefs of mass audience.
- (a) Behavioural effects
  - (b) Attitudinal effects
  - (c) Cognitive effects
  - (d) Emotional effects
4. The Payne Fund studies were conducted by a team led by \_\_\_\_\_ to examine their effects of movies and children.
- (a) Hanson
  - (b) Lazarsfeld
  - (c) Joseph Klapper
  - (d) Herbert Blumer
5. \_\_\_\_\_ research design deals with numbers and used in finding out the relationship between variables, establishing facts and theories.
- (a) Experimental
  - (b) Quantitative
  - (c) Intervention
  - (d) Non-Intervention
6. In \_\_\_\_\_ two or more independent variables are simultaneously manipulated to observe their effects on the dependent variable.
- (a) Randomized Block Design
  - (b) Crossover Design
  - (c) Factorial design
  - (d) Solomon Four-Group Design
7. \_\_\_\_\_ method involves studying the entire population or universe of research.
- (a) Census
  - (b) Survey
  - (c) Formatting
  - (d) Sampling

8. In \_\_\_\_\_ observation, the researcher observes from within the group under observation while being part of the group.
- (a) Symmetry            (b) Non-participatory  
(c) Non-symmetry      (d) Participatory
9. \_\_\_\_\_ data is data that is non-measurable which can be useful in understanding cultural context or establishing baseline information.
- (a) Primary            (b) Secondary  
(c) Qualitative        (d) Quantitative
10. Questions that allow the target audience to voice their feelings and notions freely are called \_\_\_\_\_ questions.
- (a) Open Ended        (b) Close ended  
(c) Likert              (d) Dichotomous
11. \_\_\_\_\_ sampling method is considered as a practical solution to the problems of gaining access to many settings and the cost of sampling is minimized in large-scale surveys.
- (a) Simple random    (b) Stratified  
(c) Systematic        (d) Cluster
12. \_\_\_\_\_ sampling error occurs when the sample is not drawn properly.
- (a) Random            (b) Systematic  
(c) Cluster            (d) Stratified

13. \_\_\_\_\_ is used to analyze documented information in the form of texts, media, or even physical items.
- (a) Narrative analysis
  - (b) Discourse analysis
  - (c) Content analysis
  - (d) Grounded theory
14. \_\_\_\_\_ is the coding method wherein you have developed a codebook as a reference to guide you through the coding process.
- (a) Deductive
  - (b) Inductive
  - (c) Creative
  - (d) Capacitive
15. \_\_\_\_\_ defined as the value which we get by dividing the total of the values of various given items in a series by the total number of items.
- (a) Mean
  - (b) Median
  - (c) Mode
  - (d) Standard deviation
16. \_\_\_\_\_ is used to compare the mean scores obtained by two groups on a single variable.
- (a) Analysis of Variance
  - (b) Correlation coefficient
  - (c) Regression analysis
  - (d) t - test
17. The \_\_\_\_\_ of measurement specifies that the distance between each interval on the scale are equivalent along the scale from low interval to high interval.
- (a) Nominal level
  - (b) Interval level
  - (c) Ordinal level
  - (d) Ratio level.

18. \_\_\_\_\_ validity measures how well a new test compares to an well - establishment test.
- (a) Face (b) Concurrent  
(c) Content (d) Construct
19. Expand PPM.
- (a) Portable Payment Meter  
(b) Portable Payload Meter  
(c) Portable People Meter  
(d) Portable Picking Meter
20. The \_\_\_\_\_ research measures it in terms of the overall characteristics of a particular market.
- (a) Management (b) Readability  
(c) Online readership (d) Circulation
21. The first step in the sequence of steps for interview is \_\_\_\_\_
- (a) Conclusion of interview  
(b) Meeting with the interviewee  
(c) Specification of the objective of interview  
(d) Real interview
22. The word *Interview* is derived from the word *Enter High* which is the language of
- (a) Latin (b) Greek  
(c) French (d) German
23. The following method is used to test the meaningfulness of hypothesis.
- (a) Only T-test (b) Only Parametric test  
(c) Only Z-test (d) All of them

24. Which of the following type of research is appropriate for solving the local problem?
- (a) Survey research
  - (b) Fundamental research
  - (c) Action research
  - (d) Applied research
25. \_\_\_\_\_ enables us to find the nature of the relationship between the variables.
- (a) Scatter diagram
  - (b) Dot chart
  - (c) Pie chart
  - (d) Both (a) and (b)
26. \_\_\_\_\_ can be defined as a figure generally consisting of lines, made to accompany and geometrical theorem, mathematical demonstration etc.
- (a) Diagram                      (b) Chart
  - (c) Graph                         (d) Table
27. \_\_\_\_\_ is the longest section in the research report.
- (a) Data analysis                (b) Research methods
  - (c) Discussion                  (d) Literature survey
28. Which of the following is not a component of a research proposal?
- (a) Title
  - (b) Bio-data
  - (c) Abstract
  - (d) Literature reviews



29. \_\_\_\_\_ is a system developed to measure how many people are exposed or listening to individual radio stations and television stations, including cable television.
- (a) Nielsen Meter      (b) Station meter  
(c) Marconi meter      (d) Kevin meter
30. In case of \_\_\_\_\_ interview, the interviewer's function is simply to encourage the respondent to talk about the given topic with a bare minimum of direct questioning.
- (a) Focused              (b) Non-directive  
(c) Clinical              (d) Group
31. \_\_\_\_\_ sampling is highly useful in studies where population units are not well defined and thus cannot be listed.
- (a) Volunteer            (b) Snowball  
(c) Quota                (d) Purposive
32. \_\_\_\_\_ tables consist of data that are classified based on only one characteristic.
- (a) Cross                (b) Complex  
(c) Simple               (d) Multiple
33. The \_\_\_\_\_ is used when we want to compare two independent samples, and the assumptions underlying the t-test are not met.
- (a) Chi-square analysis  
(b) Kruskal Wallis test  
(c) Regression analysis  
(d) Mann-Whitney U test

**Part B**

(7 × 6 = 42)

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

34. (a) Elaborate different types of research.  
Or  
(b) Discuss the objectives of mass communication research.
35. (a) Explain how a research design can contribute towards a successful research study.  
Or  
(b) Explain survey and case study method of research.
36. (a) Elaborate questionnaires as a research tool.  
Or  
(b) Write about probability sampling and its types.
37. (a) Explain about the different types of data analysis techniques.  
Or  
(b) Elaborates Parametric statistics and its types.
38. (a) Write a detailed note on SPSS.  
Or  
(b) Explain measures of variability and its uses.
39. (a) Describe sampling in communication research.  
Or  
(b) Write a detailed note on measures of central tendency.
40. (a) Discuss the general criteria for good tabulation.  
Or  
(b) Elaborate on the different components of a research proposal.

**N-0568**

**Sub. Code**

**205933**

**M.A. DEGREE EXAMINATION, DECEMBER 2023.**

**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 questions

Multiple Choice Questions

1. In India the Indian Telegraph Act was passed in \_\_\_\_\_  
(a) 1887                      (b) 1888  
(c) 1889                      (d) 1885
2. \_\_\_\_\_ tells about Equality of opportunity in matters of Public Employment.  
(a) Articles 14                (b) Articles 18  
(c) Articles 16                (d) Articles 17
3. The \_\_\_\_\_ act gives the state or its representatives the right to intercept, detain or not to send any indecent or obscene publication or representations.  
(a) Indian Telegraph  
(b) Indian Post Office  
(c) Official Secrets Act  
(d) Indian Penal Code

4. \_\_\_\_\_ contempt means wilful disobedience to any judgement, decree, direction, order, writ or other process of the court or wilful breach of an undertaking given to the court.
- (a) Civil (b) Marriage  
(c) Religious (d) Criminal
5. The oldest surviving Act is the \_\_\_\_\_ 1867.
- (a) Vernacular Press Act  
(b) Newspaper Act  
(c) Press and Registration of Books Act  
(d) Telegraphy Act
6. Chairperson means the member elected under \_\_\_\_\_ of the Namibian Constitution to be the Chairperson of the council.
- (a) Article 53 (b) Article 63  
(c) Article 43 (d) Article 73
7. The first RTI application was field at a police station in \_\_\_\_\_
- (a) Mumbai (b) Pune  
(c) Calcutta (d) Allahabad
8. Any document that forms a basis of news reports should be preserved at least for \_\_\_\_\_ months.
- (a) nine (b) Twelve  
(c) Six (d) Three
9. Which of the following law is not related to working women?
- (a) National Commission for Women Act  
(b) Maternity Benefit Act  
(c) Equal Remuneration Act  
(d) Contract Labor Act

10. \_\_\_\_\_ may include any commotion, though not aimed at direct and open violence against laws.
- (a) Seduction            (b) Separation  
(c) Summation            (d) Sedition
11. Fundamental rights are the modern name for what have been traditionally known as
- (a) Basic rights            (b) Natural rights  
(c) Traditional rights      (d) Universal rights
12. \_\_\_\_\_ of abolishes untouchability and makes its practice and offence punishable under law.
- (a) Article 19            (b) Article 15  
(c) Article 17            (d) Article 20
13. Film Censorship was set in motion in India when the \_\_\_\_\_ Act of 1918 was made law from May 1920.
- (a) Cinematograph      (b) Film  
(c) Studio                (d) Drama
14. What is FCAT?
- (a) Film Certification Audience Tribunal  
(b) Film Certification Appellate Tribunal  
(c) Film Censor Audience Tribunal  
(d) Film Censor Appellate Tribunal
15. \_\_\_\_\_ is a domain characterized by the use of electronic and electromagnetic spectrum to store, modify and exchange data via networking systems and associated Physical infrastructures.
- (a) Cyber city            (b) Cyber band  
(c) Cyber disk            (d) Cyberspace

16. Expand WIPO.
- (a) World International Property Organization
  - (b) World International Program Organization
  - (c) World Intellectual Property Organization
  - (d) World Intellectual Program Organization
17. \_\_\_\_\_ theory suggests that the ethical value of an action should be determined on its consequences.
- (a) Consequentialism (b) Utilitarianism
  - (c) Deontology (d) Bilateralism
18. Ethical \_\_\_\_\_ does not reflect a cohesive social model as such actions can harm others.
- (a) Altruism (b) Egoism
  - (c) Socialism (d) Autism
19. Expand NBA
- (a) New Broadcast Association
  - (b) New Broadband Association
  - (c) News Broadcaster's Association
  - (d) News Broadband Association
20. \_\_\_\_\_ should be selected on the criteria of significance, community, and regional relevance, appropriate human interest and service to defined audience.
- (a) Talk show (b) Programme
  - (c) Debate (d) News

21. Joseph Pulitzer and William Randolph Hearst were responsible for the Birth of \_\_\_\_\_
- (a) Yellow Journalism
  - (b) Modern Journalism
  - (c) White Journalism
  - (d) Contemporary Journalism
22. \_\_\_\_\_ order means an order granted in terms of section 22
- (a) Compensation      (b) Custody
  - (c) Domestic            (d) Bail
23. \_\_\_\_\_ is generally defined as an exclusive right granted to the owner of an original work for a limited period of time.
- (a) Patent                (b) Hallmark
  - (c) Copyright            (d) Trademark
24. \_\_\_\_\_ is a term used to refer to the act of copyright infringement via digital means.
- (a) Media piracy        (b) Digital Piracy
  - (c) Copyright piracy   (d) Trademark piracy
25. Information is a term derived from the \_\_\_\_\_ words formation and forma which means giving shape to something and forming a pattern respectively.
- (a) Hebrew                (b) Greek
  - (c) Armenian            (d) Latin
26. BCCC was set up by the television industry's Indian Broadcasting Federation in
- (a) 2011                    (b) 2001
  - (c) 2010                    (d) 2012

27. \_\_\_\_\_ is branch of Philosophy concerned with action that is morally permissible and those that are not.
- (a) Journalism            (b) Management  
(c) Media ethics        (d) Editing
28. To preserve the Freedom of the Press and to maintain and improve the standards of news papers and news Agencies are the main objectives of the \_\_\_\_\_
- (a) BCCC                (b) PCI  
(c) IBF                 (d) ASCI
29. \_\_\_\_\_ it enables a superior court to compel inferior courts to submit records of proceedings to the higher court.
- (a) Certiorari            (b) Quo warranto  
(c) Mandamus            (d) Habeas Corpus
30. The \_\_\_\_\_ was passed by the Indian Parliament in the Winter Session that concluded on December 23, 1999.
- (a) Copyright Amendment Act  
(b) Trade Marks Bill  
(c) Industrial Designs Bill  
(d) Patents Amendment Act
31. The working journalist should be allowed to work in any newspaper establishment for more than \_\_\_\_\_ Hours during any e period of four consecutive weeks.
- (a) 150                    (b) 120  
(c) 124                    (d) 144



32. Expansion of BCCC is
- (a) Broadcast Context Complaints Council
  - (b) Broadcast Content Complete Council
  - (c) Broadcast Content Complaints Council
  - (d) Broadcast Context Complete Council
33. \_\_\_\_\_ theory considers ethical as that which is designed to create the greater good for the maximum numbers
- (a) Consequentialism (b) Utilitarianism
  - (c) Deontology (d) Bilateralism

**Part B** (7 × 6 = 42)

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

34. (a) Explain the Law of Expression under Indian Constitution.

Or

- (b) Elaborate on the press laws in India.

35. (a) Explain the Press and Registration of Book Act.

Or

- (b) Write notes on Press Censorship.

36. (a) Elaborate on crime against women in the Indian Penal Code.

Or

- (b) Describe the laws dealing with obscenity.

37. (a) Write a detailed note on broadcasting regulations.

Or

(b) Explain the need of cyber law in India.

38. (a) Elaborate the principle and ethics of Journalist Conduct.

Or

(b) Describe the codes for radio and television.

39. (a) Explain the features of Domestic Violence Act.

Or

(b) Write a detailed note on piracy.

40. (a) Discuss on Journalists code of conduct.

Or

(b) Describe the functions of the Press Council of India.

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**N-0569**

**Sub. Code**

**205941**

**M.A. (Journalism and Mass Communication) DEGREE  
EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year – Fourth Semester**

**DEVELOPMENT COMMUNICATION**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

**(33 × 1 = 33)**

Answer **all** questions.

Multiple Choice questions

1. Which of the following are not the indicators of Development?
  - (a) Infrastructure
  - (b) Culture
  - (c) Communication front
  - (d) Technology
  
2. \_\_\_\_\_ is a continuous process of movement from a state of dissatisfaction to a state of satisfaction.
  - (a) Communication      (b) Fatalism
  - (c) Development        (d) Aspiration

3. Which of the following is not a common type of development campaigns adopted for the development of society?
- (a) Reporting                      (b) Persuasion  
(c) Education                      (d) Informing
4. \_\_\_\_\_ is achievement according to the West.
- (a) Community achievement  
(b) Cultural achievement  
(c) Mass achievement  
(d) Unique individual achievement
5. \_\_\_\_\_ argued that the transformation of individuals was both a means to an end and an end in itself of the development process.
- (a) Alex Inkeles                      (b) McClelland  
(c) Parsons                          (d) Weinsner
6. International Monetary Fund (IMF) is an international organization consisting of \_\_\_\_\_ countries
- (a) 190                                  (b) 188  
(c) 191                                  (d) 189
7. \_\_\_\_\_ is the writer of Protestant Ethic and the Spirit of Capitalism.
- (a) W.W. Rostow                      (b) Max Weber  
(c) Eisenstaedt                      (d) Mc Clelland
8. The \_\_\_\_\_ is the interval period when the stumbling blocks and resistance to steady growth are finally overcome.
- (a) Drive to maturity                      (b) Stage of high consumption  
(c) Take-off                              (d) None of the above

9. Who considered the mass media as magic multipliers?
- (a) Wilbur Schrm (b) Lasswell  
(c) Defleur (d) Eisenstaedt
10. The bullet theory and the hypodermic needle theory were colourful terms used to describe the concept of powerful \_\_\_\_\_.
- (a) Films (b) Mass media  
(c) Magazines (d) All the above
11. \_\_\_\_\_ defines diffusion as 'the process in which an innovation is communicated through certain channels overtime among the members of a social system'.
- (a) Daniel Learner (b) Wilbur Schramm  
(c) Rogers (d) Lakshmana Rao
12. In \_\_\_\_\_, communication is not just interplay between the source and receiver.
- (a) Socialization (b) Globalization  
(c) Materialization (d) Modernization
13. Which of the following is not invented in 19<sup>th</sup> Century?
- (a) Radio (b) Satellite  
(c) Television (d) Photography
14. \_\_\_\_\_ consists of the text and graphic frames of information that are transmitted by TV stations during the vertical blanking interval of the TV signal.
- (a) Subtitles (b) Teletext  
(c) Videotex (d) None of the above

15. The \_\_\_\_\_ are very effective in the transmission of family planning, non-formal education and ahead development-related messages.
- (a) Traditional media (b) Convectional media  
(c) Print media (d) Social media
16. Which is a device capable of converting audio or video signals into a different form, for example from digital analog.
- (a) Encoder (b) Converter  
(c) Decoder (d) None of the above
17. The \_\_\_\_\_ Committee recommended the formation of a hierarchic three-tier system of rural local government to be called Panchayati Raj.
- (a) Sushil Modi Committee  
(b) Y B Reddy Committee  
(c) Shivaraman Committee  
(d) Balwant Rai Mehta
18. \_\_\_\_\_ is an administrative system operated by a large number of officials.
- (a) Panchayati Raj (b) Bureaucracy  
(c) Varna System (d) Animal husbandry
19. Expand SITE.
- (a) Satellite Internal Television Experiment  
(b) Satellite Indian Television Experiment  
(c) Satellite Instructional Television Experiment  
(d) Satellite International Television Experiment

20. \_\_\_\_\_ aimed at mobilising active listening membership from among all sections of the village community so that they could be well informed on agriculture, health and hygiene.
- (a) Radio Rural Forums
  - (b) Community Radio
  - (c) Public Forums
  - (d) Five Year plan
21. Newspaper, in reality, served as \_\_\_\_\_ of the movement for independence at the national and regional level.
- (a) Tool
  - (b) Bridge
  - (c) Catalyst
  - (d) Mouth pieces
22. \_\_\_\_\_ is a type of radio service that fulfills the interests of the local audience of a particular area.
- (a) Community radio
  - (b) All India Radio
  - (c) FM Rainbow
  - (d) Vividh Bharti
23. In a country like India, a DSC strategy needs to be developed in a manner that can appeal to the needs of the various \_\_\_\_\_ background groups.
- (a) Political
  - (b) Social and cultural
  - (c) Economical
  - (d) All of the three
24. \_\_\_\_\_ refers to any of a class of compounds of carbon, hydrogen, chlorine, and fluorine, typically gases used in refrigerants and aerosol propellants.
- (a) CHCs
  - (b) CHF<sub>s</sub>
  - (c) CFCs
  - (d) CHCF<sub>s</sub>

25. In which state of Indonesia 'Scavenger Development Program,' was implemented?
- (a) Jakarta                      (b) Bandung  
(c) Surabaya                      (d) All the above
26. The rural medical practitioners certified by \_\_\_\_\_ to sell condoms, oral contraception, and over-the-counter pregnancy tests.
- (a) Surya                      (b) Janani  
(c) Anita                      (d) Cheria
27. What is the full form of KSSP?
- (a) Kerala Shasta Sahitya Parishad  
(b) Karnataka Shasta Sahitya Parishad  
(c) Kerala Shasta Sahitya Parishan  
(d) Karnataka Shasta Sahitya Parishan
28. The National Literacy Mission (NLM) was launched in \_\_\_\_\_.
- (a) 1998                      (b) 1988  
(c) 1978                      (d) 1968
29. In control theory, \_\_\_\_\_ is a measure of how well internal states of a system can be inferred from knowledge of its external outputs.
- (a) Interpersonal communication  
(b) Diffusion  
(c) Observability  
(d) Homophily



30. \_\_\_\_\_ is a condition characterized by severe deprivation of basic human needs, including food, safe drinking water, sanitation facilities, health, shelter, education and information.
- (a) Absolute Poverty (b) Below Poverty  
(c) Relative Poverty (d) Hyper Poverty
31. \_\_\_\_\_ is the integration of multiple forms of media such as text, graphics, audio, video and so forth.
- (a) Print media (b) Teleconference  
(c) Video conference (d) Multimedia
32. Balwant Rai Mehta Committee was appointed by the Government of India in \_\_\_\_\_.
- (a) January 26, 1957 (b) January 16, 1957  
(c) January 16, 1947 (d) January 26, 1947
33. The \_\_\_\_\_ five year plan, for the years 1969-74, aimed at accelerating the pace of development in conditions of stability and reduced uncertainties.
- (a) Second (b) Third  
(c) Fourth (d) Fifth

**Part B** (7 × 6 = 42)

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

34. (a) Write about the communication perspective on development.

Or

- (b) Discuss about the approaches to Development Communication.

35. (a) Write about the evolutionary model.

Or

(b) Discuss about the industrialization approach.

36. (a) What are the powerful effects model of mass media?

Or

(b) Elaborate on Mass media in Modernization.

37. (a) Write about intermediate technology.

Or

(b) Discuss about traditional media use.

38. (a) Explain about the Nilokheri experiment.

Or

(b) Discuss about Radio Rural Forum.

39. (a) Write about the strategies of development communication.

Or

(b) Discuss about Poverty and Employment.

40. (a) Write about the role of NGOs in development.

Or

(b) Explain the application of development communication in literacy.

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**N-0570**

**Sub. Code**

**205942**

**M.A. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year – Fourth Semester**

**(Journalism and Mass Communication)**

**NEW MEDIA COMMUNICATION**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

Multiple choice questions:

1. Expand VoIP.
  - (a) Voice over Intranet Protocol
  - (b) Voice over Internet Protocol
  - (c) Voice over Internal Protocol
  - (d) Voice over International Protocol
2. Cellphone is a portable telephone that can make and receive calls over a \_\_\_\_\_ link.
  - (a) Direct                      (b) Satellite
  - (c) Short frequency      (d) Radio frequency
3. Who invented the World Wide Web in 1989?
  - (a) Tim Berners-Lee      (b) Ray Tomlinson
  - (c) Martin Cooper      (d) John F. Mitchell

4. Expand WSP.
- (a) Wireless Selection Protocol
  - (b) Wireless Secondary Protocol
  - (c) Wireless Session Protocol
  - (d) Wireless Semi Protocol
5. Who is widely acknowledged as the father of fiber optics?
- (a) Vint Cerf                      (b) Bob Kahn
  - (c) C.V. Raman                      (d) Narinder Singh Kapany
6. The Internet Protocol \_\_\_\_\_, which has been in increasing deployment on the public Internet since .c 2006.
- (a) Version 4 (IPv4)    (b) Version 6 (IPv6)
  - (c) Version 3 (IPv3)    (d) Version 5 (IPv5)
7. \_\_\_\_\_ is the standard markup language for documents designed to be displayed in a web browser.
- (a) Hypertext Markup Language (HTML)
  - (b) Hypertext Transfer Protocol (HTTP)
  - (c) Cascading Style Sheets (CSS)
  - (d) World Wide Web (WWW)
8. Expand TLS.
- (a) Transport line Security
  - (b) Transit Layer Security
  - (c) Transport Layer Security
  - (d) Transit Line Security

9. Unlike search engines, which base results on a database of entries gathered automatically by \_\_\_\_\_.
- (a) Web browser      (b) Web Crawler  
(c) Web site      (d) Web loop
10. When software is used to do the purchasing , it is known as \_\_\_\_\_.
- (a) Digital advertising  
(b) Software advertising  
(c) Online advertising  
(d) Programmatic advertising
11. \_\_\_\_\_ are responsible for behaviour and visuals that run in the user browser.
- (a) Back-end developers  
(b) Full-stack developers  
(c) Content makers  
(d) Front-end developers
12. Expand CMS.
- (a) Continuous Management Systems  
(b) Content Management Systems  
(c) Content Marketing Systems  
(d) Content Making Systems
13. \_\_\_\_\_ can be seen as a new genre of journalism.
- (a) Citizen Journalism  
(b) Cyber Journalism  
(c) Blogs  
(d) Armature Journalism

14. In which year, a rule was passed to formally regulate UK-based online newspapers?
- (a) 2007                      (b) 2005  
(c) 2002                      (d) 2000
15. The widespread use of the Internet and home computers has spawned a newset of \_\_\_\_\_ and social concerns.
- (a) Political                      (b) Ethical  
(c) Personal                      (d) Language
16. In the early 2000's, \_\_\_\_\_ laws often set limits on how much of a book can be mechanically reproduced or copied.
- (a) Media                      (b) Press  
(c) Information                      (d) Copyright
17. The term, information overload, was first used in \_\_\_\_\_ 1964 book.
- (a) Alvin Toffler'                      (b) Speier'  
(c) Bertram Gross'                      (d) None of the above
18. The new media model is there are multiple sources of \_\_\_\_\_ and we will sort it out.
- (a) Truth                      (b) Faith  
(c) Ethics                      (d) Resources
19. Right to Information (RTI) act came fully into force on \_\_\_\_\_.
- (a) 15<sup>th</sup> June 2005                      (b) 12<sup>th</sup> December 2005  
(c) 15<sup>th</sup> July 2005                      (d) 12<sup>th</sup> October 2005

20. \_\_\_\_\_ is today's most transparent, engaging and interactive form of public relations.
- (a) Print media      (b) Social media  
(c) News channels    (d) All of the above
21. \_\_\_\_\_ is a translation of a sign to its meaning, precisely to its literal meaning, more or less like dictionaries try to define it.
- (a) Connotation      (b) Denotation  
(c) Comprehension    (d) Negotiation
22. \_\_\_\_\_ is a process by which compromise or agreement is reached while avoiding argument and dispute.
- (a) Reading between Lines  
(b) Listening for cues  
(c) Negotiation  
(d) Arguing skills
23. \_\_\_\_\_ is an interest in and awareness of words.
- (a) Word Consciousness  
(b) Semantic maps  
(c) Sketching the Words  
(d) Analyzing Word Parts
24. Communication is not complete without effective \_\_\_\_\_.
- (a) Hearing              (b) Responding  
(c) Talking              (d) Listening

25. The \_\_\_\_\_ problem concerns with allocating advertising expenditure and frequency within a short period to obtain the maximum response or impact.
- (a) Micro-scheduling (b) Mega-scheduling  
(c) Macro-scheduling (d) None of the above
26. \_\_\_\_\_ involves giving all the advertisement in a single period.
- (a) Continuous Advertising  
(b) Concentrated Advertising  
(c) Fighting Advertising  
(d) Pulsing Advertising
27. What is the expansion of USR?
- (a) Uninterrupted Source Reading  
(b) Unified Source Reading  
(c) Uninterrupted Silent Reading  
(d) Unified Silent Reading
28. \_\_\_\_\_ is used to encourage the learner to be a flexible, active reader also to promote a dialogue between reader and writer.
- (a) Pre-reading (b) Post-reading  
(c) When-reading (d) While-reading
29. In \_\_\_\_\_ Nippon Telegraph and Telephone (NTT) launched the world's first cellular network in Japan.
- (a) 1979 (b) 1978  
(c) 1977 (d) 1976



30. Expand ISDN.
- (a) Integrated Server Digital Network
  - (b) Integrated Services Dual Network
  - (c) Integrated Services Digital Network
  - (d) Integrated Server Dual Network
31. In computer networking \_\_\_\_\_ protocol can provide connection authentication, transmission encryption and compression.
- (a) Transmission Control
  - (b) Internet
  - (c) User Datagram
  - (d) Point-to-Point
32. HTTP/3 support was added in Cloudflare , Google Chrome, and Mozilla Firefox on \_\_\_\_\_.
- (a) 26 September 2019
  - (b) 27 September 2019
  - (c) 26 September 2018
  - (d) 27 September 2018
33. Expand SEM.
- (a) Social Engine Marketing
  - (b) Search Engine Marketing
  - (c) Social Energy Marketing
  - (d) Search Energy Marketing

**Part B**

(7 × 6 = 42)

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

34. (a) Write about the electronic digital exchange.  
Or  
(b) Discuss about the types of internet connections.
35. (a) Write about the protocols of internet.  
Or  
(b) Explain HTTP and HTML.
36. (a) Write short note of Video conferencing.  
Or  
(b) Elaborate on promoting and maintaining website.
37. (a) Discuss about cyber newspapers.  
Or  
(b) Write about legal and ethical issues related to IT.
38. (a) Explain information overloaded.  
Or  
(b) Write short note on ICTs for development.
39. (a) Discuss about connotation and denotation.  
Or  
(b) Explain the Foreign words in English.
40. (a) Write about Macro-Scheduling and  
Micro-Scheduling.  
Or  
(b) Elaborate on Extensive Reading.
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**N-0571**

**Sub. Code**

**205943**

**M.A. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year – Fourth Semester**

**(Journalism and mass Communication)**

**CORPORATE COMMUNICATION**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

Multiple choice questions :

1. Which of the following is not a characteristic of Corporate Communications?
  - (a) It is defined by a set of channels
  - (b) It has multiple stakeholders
  - (c) It is defined by the multiple channels
  - (d) Variety of communications
  
2. \_\_\_\_\_ is the type of corporate communications in which messages are sent to employees or between stakeholders that are interested in the production phase.
  - (a) Marketing communications
  - (b) External Communication
  - (c) Organizational communications
  - (d) Internal Communication

3. Exemplars are role models who bring vital behaviours or skills to life, and others pay attention to them.
- (a) Exemplars
  - (b) Networkers
  - (c) Pride builders
  - (d) Early adopters
4. \_\_\_\_\_ oriented cultures are dynamic and entrepreneurial, with a focus on risk-taking, innovation, and doing things first.
- (a) Clan
  - (b) Hierarchy
  - (c) Adhocracy
  - (d) Market
5. Corporate identity is generally done by the \_\_\_\_\_ department of an organization.
- (a) Marketing communications
  - (b) External Communication
  - (c) Organizational communications
  - (d) Corporate communications
6. \_\_\_\_\_ is a tricky issue and needs to be planned well ahead to work properly.
- (a) Event communication
  - (b) Visual communication
  - (c) Event management
  - (d) Resource management
7. \_\_\_\_\_ visuals are those that resemble the real thing.
- (a) Iconic
  - (b) Indexical
  - (c) Symbolic
  - (d) None of the above

8. Which of the following is not a way to protect corporate image?
- (a) Rumour Procedure
  - (b) Creative thoughts
  - (c) Fact Procedure
  - (d) Turn negatives into positives
9. According to \_\_\_\_\_, Counselling is series of direct contacts with the individual which aims to offer him assistance in changing his attitude and behaviour.
- (a) Carl Rogers            (b) Glenn F Smith
  - (c) Shertzer                (d) Wren
10. \_\_\_\_\_ is a form of counselling used by the experts to analyze the work related performance and behaviour of the employees to help them cope with it.
- (a) Corporate counselling
  - (b) Employee counselling
  - (c) Industrial counselling
  - (d) Psychological counselling
11. \_\_\_\_\_ is used to establish the writer as fair, open-minded, honest, and knowledgeable about the subject matter.
- (a) Ethical appeal
  - (b) Emotional appeal
  - (c) Spiritual appeal
  - (d) Logical appeal

12. Affirming comments about future behaviour is called \_\_\_\_\_.
- (a) Negative feedback
  - (b) Positive feedback
  - (c) Negative feed forward
  - (d) Positive feed forward
13. The market for a product will start to shrink, and this is what's known as the \_\_\_\_\_.
- (a) Introduction Stage
  - (b) Growth Stage
  - (c) Maturity Stage
  - (d) Decline Stage
14. The \_\_\_\_\_ brings your brand position to life with meaningful messages that reach your target audience where they're the most active.
- (a) Business Strategy
  - (b) Marketing strategy
  - (c) Communications Strategy
  - (d) Strategic Planning
15. What are the 4Cs of marketing?
- (a) Customer, Cost, Convenience, Communication
  - (b) Consumer value, Cost, Convenience, Communication
  - (c) Consumer value, Cost, Convenience, Covey
  - (d) Consumer value, Cost, Convenience, Creativity

16. Roger Communications is one of the leading telecommunication and media organisation based out of \_\_\_\_\_.
- (a) Canada
  - (b) USA
  - (c) England
  - (d) Germany
17. Expand CSO.
- (a) Corporate Society Organisation
  - (b) Civil Social Organisation
  - (c) Corporate Social Organisation
  - (d) Civil Society Organisation
18. \_\_\_\_\_ is the removal or loosening of restrictions on something, typically an economic or political system.
- (a) Globalisation
  - (b) Liberalization
  - (c) Optimization
  - (d) None of the above
19. \_\_\_\_\_ define organizational crisis as any emotionally charged situation that, once it becomes public, invites negative stakeholder reaction and thereby has the potential to threaten the financial well-being, reputation.
- (a) James
  - (b) Alan Hilburg
  - (c) Dow Corning
  - (d) None of the above

20. \_\_\_\_\_ begin as minor internal issues that, due to manager's negligence, develop to crisis status.
- (a) Confrontation crisis
  - (b) Technological crisis
  - (c) Smoldering crises
  - (d) Sudden crises
21. \_\_\_\_\_ are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly.
- (a) Visual media
  - (b) Information graph
  - (c) Visual basics
  - (d) Infographics
22. Expand SEO
- (a) Search Engine Operation
  - (b) Search Engine Optimization
  - (c) Search Engine Organization
  - (d) Search Engine Orientation
23. \_\_\_\_\_ is a channel for the continuous flow of news and messages concerning employees, generally placed at the shop-floor.
- (a) Employee Blog      (b) Idea Box
  - (c) Bulletin Board      (d) Club



24. \_\_\_\_\_ is the transmission of information between organizational members or parts of the organization. It takes place across all levels and organizational units of an organization.
- (a) Media communication
  - (b) Internal communication
  - (c) Social communication
  - (d) Employee communication
25. \_\_\_\_\_ is the process of verbally transmitting information and ideas from one individual or group to another.
- (a) Formal Communication
  - (b) Informal Communication
  - (c) Upward Communication
  - (d) Oral Communication
26. Which of the following is not a type of internal business communication?
- (a) Upward communication
  - (b) Managerial communication
  - (c) Lateral communication
  - (d) None of the above
27. Jet Airways failed the crisis due to the following reason.
- (a) Merger
  - (b) Mismanagement
  - (c) Drowning in Debts
  - (d) All of the above

28. Jet airways' last flight was from \_\_\_\_\_.
- (a) Amritsar to Mumbai
  - (b) Chennai to Mumbai
  - (c) Hyderabad to Mumbai
  - (d) Jaipur to Mumbai
29. Who classified corporate communication into three types?
- (a) Dacin                      (b) Balmer
  - (c) Argenti                    (d) Van Riel
30. In a \_\_\_\_\_, the norms and procedures of the organization are predefined and the rules and regulations are set as per the existing guidelines.
- (a) Pragmatic culture
  - (b) Normative Culture
  - (c) Academy Culture
  - (d) Club Culture
31. \_\_\_\_\_ provide a unique opportunity to bring a company's ideas directly to its employees.
- (a) Corporate events
  - (b) Special Events
  - (c) Trade Events
  - (d) All of the above
32. \_\_\_\_\_ is the most profound form of advertising and marketing is a glamorous and thrilling profession.
- (a) People management
  - (b) Customer management
  - (c) Event management
  - (d) All of the above

33. Unequal human capital theory was developed by \_\_\_\_\_.
- (a) James (b) Edward Starc  
(c) Everett Rogers (d) Michel Wang

**Part B** (7 × 6 = 42)

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

34. (a) Explain the scope of Corporate Communication.
- Or
- (b) Write a note on five stages of corporate citizenship.
35. (a) Explain the importance of corporate identity.
- Or
- (b) Write a note on the importance of conference management.
36. (a) Discuss the main problems of counselling with suitable examples.
- Or
- (b) Briefly explain the communication strategy skills.
37. (a) Elaborate on effective marketing communication.
- Or
- (b) Discuss the types of communication strategies.
38. (a) Write a note on liberalization.
- Or
- (b) Explain the different types of crisis leadership.

39. (a) Explain the various social media and its advantages.

Or

(b) Discuss the steps of publishing a house journal.

40. (a) Explain the methods and process of business communication.

Or

(b) Elaborate on communication strategy for government in dealing with a crisis such as earthquake, floods, and droughts.

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