

**N-0125**

**Sub. Code**

**205921**

**M.A. DEGREE EXAMINATION,  
MAY 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** the questions.

1. Communication is both an art and \_\_\_\_\_.  
(a) Science                      (b) Psychology  
(c) Biochemistry              (d) Greek
2. Communication is derived from the Latin word \_\_\_\_\_.  
(a) Community                (b) Communicious  
(c) Communi                  (d) Communicare
3. People communicate with each other for \_\_\_\_\_.  
(a) Information                (b) Negotiations  
(c) Persuasion                (d) All the above

4. \_\_\_\_\_ is the belief that women should have equal rights to men.
- (a) Idealism                      (b) Feminism  
(c) Naturalism                    (d) Humanism
5. Modern approaches to Marxist media theory focus more on \_\_\_\_\_
- (a) Bonded Labour                (b) Naturalism  
(c) Ideas                            (d) Material Structures
6. \_\_\_\_\_ means working class people regarded collectively
- (a) Proletariats                    (b) Feminism  
(c) Demographics                (d) Functionalism
7. \_\_\_\_\_ is known as father of psychoanalysis.
- (a) Jean Piaget                    (b) Skinner  
(c) Ivan Pavlov                    (d) Sigmund Freud
8. Freud divided the mind into \_\_\_\_\_ Stages.
- (a) 8                                 (b) 5  
(c) 3                                 (d) 2
9. John B. Watson is known for \_\_\_\_\_ theory.
- (a) Gate Keeping                 (b) Behaviourism  
(c) Cultural                        (d) Psychoanalysis
10. \_\_\_\_\_ approach promoted blind obedience to the superiors on the ladder.
- (a) Free Press  
(b) Communist  
(c) Uses and Gratification  
(d) Authoritarian

11. Marx and Engels posited the \_\_\_\_\_ theory.  
(a) Free Press (b) Communist Media  
(c) Social responsibility (d) Authoritarian
12. \_\_\_\_\_ theory advocates removal of all restraints on media.  
(a) Free Press (b) Communist Media  
(c) Social responsibility (d) Authoritarian
13. \_\_\_\_\_ developed the cultivation theory.  
(a) Shannon- Weaver (b) George Gerbner  
(c) Gestalt (d) Katz
14. \_\_\_\_\_ approach attempts to identify how people use the media to gratify their needs.  
(a) Shannon- Weaver (b) Cultural  
(c) Cognitive (d) Use and gratification
15. \_\_\_\_\_ means nearness in space, time or relationship.  
(a) Cognitive (b) Gestalt  
(c) Ethnicity (d) Proximity
16. \_\_\_\_\_ indicates that a society suppresses gratification of needs  
(a) Long term Orientation  
(b) Short term Orientation  
(c) Restraint  
(d) Indulgence
17. Social learning theory was formulated by\_\_\_\_\_.  
(a) Albert Bandura (b) Baran  
(c) Carolyn (d) Robbers

18. One group of people however was singled out exerting particular influence referred as \_\_\_\_\_.
- (a) Social revolutionaries
  - (b) Social influencers
  - (c) Opinion leader
  - (d) Political leaders
19. Nora C. Quebral coined the expression development communication in the year \_\_\_\_\_.
- (a) 1972
  - (b) 1976
  - (c) 1978
  - (d) 1982
20. Understanding Media was authored by \_\_\_\_\_.
- (a) Marshal Mc Luhan
  - (b) George Gerbner
  - (c) Denis McQuail
  - (d) Michael arther
21. Author of Da Vinci Code is \_\_\_\_\_.
- (a) Dan Brown's
  - (b) Rushdie's
  - (c) JK Rowling's
  - (d) James Cameron
22. Series of Still Photograph was called as \_\_\_\_\_
- (a) Film
  - (b) Motion Picture
  - (c) Graphic
  - (d) Animation
23. Karl Marx the German philosopher belong to \_\_\_\_\_ century
- (a) 17<sup>th</sup>
  - (b) 18<sup>th</sup>
  - (c) 19<sup>th</sup>
  - (d) 16<sup>th</sup>
24. Free movement of goods services and people across the countries of the world is called as \_\_\_\_\_.
- (a) Democracy
  - (b) Modernization
  - (c) Industrialization
  - (d) Globalisation

25. Level of presentation of external mind is called as \_\_\_\_\_.
- (a) Madhyama                      (b) Vaikahari  
(c) Pashyanti                      (d) Para
26. Expansion of SMC
- (a) Sadharanikaran model of communication  
(b) Special Model of communication  
(c) Super model of communication  
(d) Stylish model of communication
27. \_\_\_\_\_ refers to traditional media based on sound, image and sign language.
- (a) Poesy                              (b) Games  
(c) Folk media                      (d) Music
28. \_\_\_\_\_ is the process in which a country that was previously a colony becomes politically independent.
- (a) Cultural variation              (b) Decolonization  
(c) Generalization                (d) Diffusion
29. Social Responsibility Theory was constructed in \_\_\_\_\_.
- (a) 1947                              (b) 1950  
(c) 1952                              (d) 1957
30. BBC Headquarters is at \_\_\_\_\_.
- (a) London                            (b) Germany  
(c) USA                                (d) Japan
31. Political Socialization was coined by \_\_\_\_\_.
- (a) Herbert Hyman                (b) Robert Crusoe  
(c) Michael Faraday              (d) Henderson

32. Herbert Hyman coined the word \_\_\_\_\_.
- (a) Modernisation            (b) Globalisation  
(c) Political Socialization   (d) acculturation
33. Which is the tool not used in New Media?
- (a) Email                        (b) Blogs  
(c) Interactive TV            (d) Print media

**Part B**

(7 × 6 = 42)

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

34. (a) Explain the scope of Communication.
- Or
- (b) Discuss the salient features of Marxist.
35. (a) Outline the merits of Behavioral theories.
- Or
- (b) Write about free press media theory.
36. (a) Explain about Gestalt theory of motivation.
- Or
- (b) What is Cultural norms theory?
37. (a) Explain the importance of Propaganda theory.
- Or
- (b) Write about social shaping of technology.

38. (a) Discuss the uses of Social Learning theory.

Or

(b) Highlight the functions of communication in the society.

39. (a) Explain the role of media in society.

Or

(b) Write about Political Communication.

40. (a) Explain the role of western theories in the Indian context.

Or

(b) Discuss on the evolution of Communication.

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**N-0126**

**Sub. Code**

**205922**

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

**ONLINE PROGRAMME EXAMINATIONS**

**First Year 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.

1. \_\_\_\_\_ is usually the initiator of the advertising process.  
(a) Media                      (b) Advertiser  
(c) Agency                      (d) Audience
2. Who gave the Starch Formula?  
(a) Daniel Starch      (b) Mike Starch  
(c) Henry Starch      (d) Mary Starch
3. \_\_\_\_\_ creates good will in enhancing the reputation of the organization  
(a) Marketing Mix      (b) Personal selling  
(c) Promotional mix      (d) Public Relation



4. First use of the term 'Advertising' was in \_\_\_\_\_  
(a) 1520 (b) 1720  
(c) 1655 (d) 1342
5. Action advertising also known as \_\_\_\_\_ Advertising  
(a) Hard sell (b) Hard sales  
(c) Hard promotion (d) Hard marketing
6. Which year political advertising was introduced in India?  
(a) 995 (b) 1985  
(c) 1965 (d) 1955
7. Visualization means forming a \_\_\_\_\_  
(a) Mental practice (b) Mental imagination  
(c) Mental picture (d) Mental expression
8. \_\_\_\_\_ are put up at high visibility points on traffic intersections, highways, city roads.  
(a) Handouts (b) Newsletter  
(c) Pamphlet (d) Billboards
9. \_\_\_\_\_ is the first weekly newspaper in India  
(a) Hindustan Times (b) Bengal Gazette  
(c) The Hindu (d) Tribune
10. Copywriters are responsible for the \_\_\_\_\_ and advertisement  
(a) Verbal elements  
(b) Verbal picture  
(c) Verbal Discussion  
(d) Verbal presentation

11. Indian Advertising Agency at Calcutta was established in the year \_\_\_\_\_  
(a) 1908 (b) 1954  
(c) 1907 (d) 1944
12. The Advertising Standards Council of India (ASCI) was set up in  
(a) 1985 (b) 1995  
(c) 1975 (d) 1965
13. The ASCI Code was made compulsory for \_\_\_\_\_ advertisements.  
(a) Radio (b) TV  
(c) Print Media (d) Individual
14. The Prasar Bharati Corporation consists of \_\_\_\_\_ wings  
(a) Four (b) Six  
(c) Five (d) Two
15. Publicity is the outcome of the \_\_\_\_\_  
(a) Public relation (b) public opinion  
(c) public visibility (d) public concept
16. Which state established the Tata Nano project?  
(a) Uttar Pradesh (b) West Bengal  
(c) Kerala (d) Karnataka
17. Public Relations is a form of  
(a) Interpersonal communication  
(b) Group communication  
(c) Organizational communication  
(d) Mass communication

18. In 1978, World Assembly of Public Relations Associations was held at \_\_\_\_
- (a) Finland (b) Japan  
(c) England (d) Mexico
19. Herbert Blumer is a \_\_\_\_\_ Sociologist
- (a) German (b) American  
(c) Russia (d) Turkey
20. Who was the first Indian to be appointed the Deputy Principal Information Officer?
- (a) J. Natarajan (b) S. Sowthri  
(c) T. Prakash (d) K. Saransingh
21. \_\_\_\_\_ refers to the competence or skill expected of a professional.
- (a) Advertising (b) Publicity  
(c) Professionalism (d) Technocrat
22. The Public Relations Society of America was founded in the year \_\_\_\_\_
- (a) 1937 (b) 1927  
(c) 1947 (d) 1957
23. Public Relations Society of India (PRSI) was constituted at the \_\_\_\_\_ level
- (a) Apex (b) state  
(c) district (d) central
24. NTSP Stands for \_\_\_\_\_
- (a) National transport security board  
(b) National transportation safety board  
(c) National Terminal standing point  
(d) National testing security board

25. Who said 'Consumer is the sole end and purpose of all production'?
- (a) Karl Marx (b) Marx Mullet  
(c) Mahatma Gandhi (d) Adam smith
26. Harvard Business Review treatise was written by
- (a) Philip Kotler (b) Kevin  
(c) Charles (d) Michel
27. The headquarters of Public Relations Society of India is at \_\_\_\_\_
- (a) Calcutta (b) Mumbai  
(c) Pune (d) Bangalore
28. The father-figure of professional PR practitioners in India is \_\_\_\_\_
- (a) James (b) Narayanan  
(c) Kali H. Mody (d) Kurmeet singh
29. The PESO model was developed by \_\_\_\_\_
- (a) Kali H.Mody (b) Gini Dietrich  
(c) Philip Kotler (d) Charles
30. IMC Stands for \_\_\_\_\_
- (a) Issue management committee  
(b) Issue maintenance committee  
(c) Issue marketing committee  
(d) Issue management council
31. Canadian Public Relations Society (CPRS) has \_\_\_\_\_ Members
- (a) 1,500 (b) 1,000  
(c) 2,500 (d) 2,000

32. The headquarters of International Labour Organisation is at \_\_\_\_\_
- (a) China                      (b) England  
(c) Geneva                      (d) Japan
33. PRCI is a registered body of PR Professionals and has \_\_\_\_\_ chapters in India.
- (a) 18                              (b) 22  
(c) 30                              (d) 15

**Part B**    (7 × 6 = 42)

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

34. (a) State any three definition of Advertising.
- Or
- (b) Write the structure of an Advertisement.
35. (a) Explain the types of advertising.
- Or
- (b) Write short note on Visualization, Headlines.
36. (a) Explain copy writing techniques.
- Or
- (b) Describe the code for commercial advertising on AIR.
37. (a) Write the code of commercial advertising on Doordarshan.
- Or
- (b) State the importance of public relations and publicity.

38. (a) List out the responsibilities of a Public Relation Officer.

Or

(b) Describe PR and Public Opinion.

39. (a) Explain the role and functions of PR in management.

Or

(b) State the structure and functions ala PR.

40. (a) Elaborate on media and employee relations.

Or

(b) What are the new trends in PR?

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**N-0127**

**Sub. Code**

**205923**

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

**ONLINE PROGRAMME EXAMINATIONS**

**First Year Second Semester**

**Journalism and Mass Communication**

**AUDIO PRODUCTION**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** the questions.

1. Oersted in 1819 discovered that electric current created \_\_\_\_\_.  
(a) Saturation effect (b) Chemical effect  
(c) Magnetic effect (d) Revolutionary effect
2. The Radio club of \_\_\_\_\_ was the first amateur radio club.  
(a) Calcutta (b) Madras  
(c) Cochin (d) Mumbai
3. The Prasar Bharati Bill was based on the recommendations of the \_\_\_\_\_ committee Report.  
(a) Vardan (b) Sengupta  
(c) Verghese (d) Ram Vilas Paswan

4. The electrical and magnetic waves both together form the \_\_\_\_\_ waves.
- (a) FM (b) EM  
(c) EMP (d) AM
5. The basic component of a radio script is the \_\_\_\_\_.
- (a) Word (b) Script Writing  
(c) Listen (d) Spoken word
6. \_\_\_\_\_ is an important factor despite the method of outside broadcasting.
- (a) Freeze Frame (b) Time Lapse  
(c) Time Code (d) Time Frame
7. Yuv Vani is radio service of AIR which was started in \_\_\_\_\_.
- (a) 1970 (b) 1973  
(c) 1972 (d) 1974
8. Expansion of DOS is \_\_\_\_\_.
- (a) Digital Dolby Sound  
(b) Deccan Digital Service  
(c) Deccan Digital Society  
(d) Deccan Development Society
9. In \_\_\_\_\_ media the news reaches the readers on daily basis.
- (a) Print (b) TV  
(c) Radio (d) Social
10. \_\_\_\_\_ forms a very significant part of the bulletin.
- (a) Concept (b) Script Writing  
(c) Speed News (d) Reading rate



11. \_\_\_\_\_ is referred to as Mobile Journalist.
- (a) MOBO                      (b) MOVO  
(c) MOJO                      (d) MOTO
12. \_\_\_\_\_ is the actual process of recording and editing a radio programme.
- (a) Production                (b) Point of Vertex  
(c) Pre Production        (d) Post Production
13. Expansion of ROR is
- (a) Reader Over Room  
(b) Recorder Over Room  
(c) Reader over Recording  
(d) Reader On Room
14. \_\_\_\_\_ is a financial statement of the planned expenditure for a project.
- (a) Budget                      (b) Salary  
(c) Income                      (d) Expenditure
15. \_\_\_\_\_ is a framework for helping employees develop their personal and organizational skills, knowledge, and abilities.
- (a) Collaboration  
(b) Human Resource Development  
(c) Front Office  
(d) Meeting
16. \_\_\_\_\_ is the process of constructing a budget involving various activities.
- (a) Budgetary Control  
(b) Budgetary planning  
(c) Radio industry  
(d) Broadcast budget

17. Anna FM is India's \_\_\_\_\_ campus community' radio, launched on 1 February 2004.  
(a) Second (b) First  
(c) Twenty first (d) Thirty two
18. DAB is expanded as \_\_\_\_\_.  
(a) Dolly Audio Bandwidth  
(b) Dolly Amplitude Bandwidth  
(c) Digital Audio Bandwidth  
(d) Digital Audio Broadcasting
19. XM radio has \_\_\_\_\_satellites.  
(a) Two (b) Three  
(c) Five (d) Ten
20. Campus radio is also known as \_\_\_\_\_.  
(a) College radio (b) Student radio  
(c) University radio (d) All the above
21. Frequency Modulation channel was launched in 1993 at \_\_\_\_\_ Mumbai  
(a) New Delhi (b) Calcutta  
(c) Mumbai (d) Chennai
22. The Government of India opened up FM radio in  
(a) 2000 (b) 2002  
(c) 2009 (d) 2010
23. The Supreme Court gave a verdict in \_\_\_\_\_ that 'the airwaves are public property'.  
(a) 1995 (b) 1981  
(c) 1990 (d) 1991

24. Which are the services of AIR?
- (a) National Service
  - (b) Regional Service
  - (c) Vividh Bharati Service
  - (d) All the above
25. \_\_\_\_\_ is both a sound editor and an audio processor.
- (a) GLAME
  - (b) Audacity
  - (c) Jokosher
  - (d) DAP
26. \_\_\_\_\_ was developed by Raoul blecky et al. and is a multitrack wave editor.
- (a) Wave surfer
  - (b) Wave Mixer
  - (c) Wave tools
  - (d) Xforge
27. \_\_\_\_\_ was created by Dr Thomas Ostreich, it is a utility for audio/video stream processing.
- (a) Broadcast 2000
  - (b) Cinelerrra
  - (c) Transcode
  - (d) Blender
28. \_\_\_\_\_ is a free audio editor capable of live audio recording via a mixer or microphone.
- (a) Xforge
  - (b) Sonik
  - (c) Audacity
  - (d) Jokosher
29. Example of PCM File is \_\_\_\_\_.
- (a) WAV
  - (b) MP3
  - (c) WMA
  - (d) Ogg Vorbis
30. \_\_\_\_\_ involves necessary corrections and changes into sound to make it presentable as required.
- (a) Vision editing
  - (b) Motion Editing
  - (c) Sound editing
  - (d) Echo Editing

31. The elements of music are \_\_\_\_\_.
- (a) Pitch (b) Rhythm  
(c) Timbre (d) All the above
32. \_\_\_\_\_ is an abbreviation for special effects.
- (a) SFX (b) SXF  
(c) SEF (d) SES
33. \_\_\_\_\_ is the process of standardizing the volume of the recorded audio so that it becomes even.
- (a) Waveform (b) Normalizing  
(c) Digital recording (d) Audio codec

**Part B** (7 × 6 = 42)

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

34. (a) Outline the history of Radio.
- Or
- (b) State the difference between Amplitude Modulation and Frequency Modulation.
35. (a) Write about writing skills for radio formats.
- Or
- (b) What type of radio Programme for senior citizens you will develop?
36. (a) Explain about the Principles of News writing.
- Or
- (b) Analyse the features of news bulletin in detail.

37. (a) Explain the elements of Radio Production.

Or

(b) Write about budgetary planning and control.

38. (a) Discuss the innovative development in radio communication.

Or

(b) Highlight the various services of All India Radio.

39. (a) Explain the characteristics of sound editing software.

Or

(b) Discuss the use of filters in sound recording.

40. (a) What is digital audio? Discuss its merits and demerits.

Or

(b) Describe the basic functions of sound editing with Audacity.

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**N-0128**

**Sub. Code**

**205924**

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

**ONLINE PROGRAMME EXAMINATIONS**

**First Year Second Semester**

**Journalism and Mass Communication**

**VIDEO PRODUCTION**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

**(33 × 1 = 33)**

Answer **all** the questions.

1. \_\_\_\_\_ refers to the perspectives of viewers in relation to a television programme
  - (a) An introduction
  - (b) Lead
  - (c) Inverted Pyramid
  - (d) Visualization
  
2. \_\_\_\_\_ is diary style and typically filmed by one person in front of their camera or webcam.
  - (a) Dual column
  - (b) Vlog
  - (c) Sequencing
  - (d) Behind-The-Structure
  
3. \_\_\_\_\_ is in charge of designing and creating the set for production.
  - (a) Cameraman
  - (b) Audio technician
  - (c) Set Designer
  - (d) Screenwriter

4. Without \_\_\_\_\_ no television programme can be well made.
- (a) Research                      (b) Library  
(c) Encyclopedia                (d) Books
5. Expansion of PCR
- (a) Pre Production Control Room  
(b) Production Circuit Room  
(c) Production Control Rendering  
(d) Production Control Room
6. \_\_\_\_\_ is responsible for overseeing the artistic aspects of a film
- (a) Producer                      (b) Cameraman  
(c) Director                      (d) Art Director
7. The chief electrician in a film or television production is referred as \_\_\_\_\_
- (a) Buffer                         (b) Gaffer  
(c) Chaffer                        (d) Muffin
8. \_\_\_\_\_ is the promotion of a particular product or company by means of advertising.
- (a) Television                    (b) Radio  
(c) Cinema                        (d) Branding
9. Adjusting the distance at which the image is sharpest is called
- (a) Resolution                    (b) Pixel  
(c) Focus                         (d) Depth of field

10. \_\_\_\_\_ shot is taken to magnify the subject to show its importance.
- (a) Wide (b) Long  
(c) Mid (d) Closeup
11. \_\_\_\_\_ type of shot that depicts some part of the subject
- (a) Cut in Shot (b) Cut away  
(c) Dissolve (d) Two Shot
12. POV Stands for \_\_\_\_\_
- (a) Person of View (b) Point of Vertex  
(c) Projection of View (d) Point of View
13. Which technique is used to depict point of view shots?
- (a) Canted Angle (b) Eye level  
(c) Low Angle (d) High Angle
14. \_\_\_\_\_ is a movement that scans a scene vertically.
- (a) Tilt (b) Pan  
(c) Tracking shot (d) Handheld Shot
15. \_\_\_\_\_ is a type of programme that presents weekly episodes.
- (a) Drama (b) Series  
(c) Sitcoms (d) Puppetry
16. John Grierson adopted the use of the term \_\_\_\_\_ for the first time, in 1926
- (a) Cinema (b) Documentary  
(c) Drama (d) Short film



17. \_\_\_\_\_ means group discussion to produce ideas or solve problems.
- (a) Critical Thinking (b) Brain Storming  
(c) Creative thinking (d) Problem solving
18. Which light is usually the strongest and has the maximum influence on the appearance of the scene?
- (a) Fill Light (b) Back Light  
(c) Front Light (d) Key Light
19. Expansion of CCD.
- (a) Charged Couple Device  
(b) Charge Competitive Device  
(c) Change Coupled Device  
(d) Charge Competitive Disk
20. \_\_\_\_\_ refers to the daily raw footage which is collected while shooting a video production.
- (a) Rendering (b) Sources  
(c) Clips (d) Rushes
21. The Full form of ACE is
- (a) American Co Editors  
(b) Associate Cinema Editors  
(c) American Cinema Editors  
(d) Asian Cinema Editors
22. EDL is used in the \_\_\_\_\_ Process of film editing and video editing.
- (a) Post Production (b) Production  
(c) Pre Production (d) In house Production

23. \_\_\_\_\_ sound creates an illusion of space and dimension.
- (a) Mono                      (b) Stereo  
(c) Surround                (d) Multi Axle Stereo
24. \_\_\_\_\_ refers to the stage in musical score recording.
- (a) Spotting                (b) Voice over  
(c) Syncing                (d) Recording
25. \_\_\_\_\_ is also known as off-camera or off-stage commentary
- (a) Dubbing                (b) Live Recording  
(c) Singing                (d) Voice Over
26. Expansion of ROI is \_\_\_\_\_
- (a) Return on Investment  
(b) Rise on Investment  
(c) Return on Interest  
(d) Rise on Interest
27. Who is generally regarded as the father of television?
- (a) David brown            (b) John Baird  
(c) Richard                (d) Mathew Albert
28. In which year Prasar Bharati was established?
- (a) 1999                      (b) 1992  
(c) 1997                      (d) 1993
29. 1080i is widescreen with a \_\_\_\_\_ aspect ratio.
- (a) 4:3                        (b) 1:1  
(c) 16:9                      (d) Custom

30. Viewing angle should be as close to \_\_\_\_\_ as possible.
- (a) 180°
  - (b) 240°
  - (c) 140°
  - (d) 360°
31. \_\_\_\_\_ refers to the timing of cuts of shots.
- (a) Timelapse
  - (b) Speed
  - (c) Pacing
  - (d) Effects
32. \_\_\_\_\_ can either be analogue or digital
- (a) Cassette
  - (b) Videotapes
  - (c) CHS
  - (d) DIHS
33. \_\_\_\_\_ Uses a 1D 2-inch videotape
- (a) VHS
  - (b) DHS
  - (c) Cassette
  - (d) Flash memory

**Part B**

(7 × 6 = 42)

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

34. (a) Explain the importance of production script in writing for TV.

Or

- (b) Describe the role of studio manager and costume designer.

35. (a) State the use of acoustics in studio design.

Or

- (b) Describe the different types of cameras that are used in television production.

36. (a) Describe TV documentary. Why is this format important?

Or

(b) Discuss the making of a live television show.

37. (a) Explain the different stages of post-production editing.

Or

(b) Write about the process of music video production.

38. (a) Explain the financing and investment issues in filmmaking.

Or

(b) Describe the concept of Uplinks and Downlinks.

39. (a) Explain the concept of multi camera shooting techniques.

Or

(b) Write about the importance of Special effects.

40. (a) Describe the role of the floor manager at a TV studio.

Or

(b) Explain the different tapeless formats.

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**N-0376**

**Sub. Code**

**205911**

**M.A. DEGREE EXAMINATION, MAY 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** the questions.

1. Which communication model sees communication as a linear process?
  - (a) Shannon-Weaver model
  - (b) Transactional model
  - (c) Social constructionist model
  - (d) Cultural approach model
  
2. According to the Shannon-Weaver model, which element refers to the medium or channel through which the message is transmitted?
  - (a) Encoder
  - (b) Decoder
  - (c) Noise
  - (d) Channel

3. Which communication model emphasizes the importance of feedback in the communication process?
  - (a) Shannon-Weaver model
  - (b) Transactional model
  - (c) Social constructionist model
  - (d) Cultural approach model
  
4. According to the transactional model of communication, communication is a process that occurs between:
  - (a) Sender and receiver
  - (b) Encoder and decoder
  - (c) Source and message
  - (d) Communicator and context
  
5. Which communication model focuses on how individuals create shared meaning through communication?
  - (a) Shannon-Weaver model
  - (b) Transactional model
  - (c) Social constructionist model
  - (d) Cultural approach model
  
6. Which ethical principle in journalism emphasizes the importance of reporting accurate and truthful information?
  - (a) Privacy
  - (b) Objectivity
  - (c) Independence
  - (d) Transparency
  
7. What does the term “conflict of interest” refer to in journalism ethics?
  - (a) A situation where a journalist is biased in their reporting
  - (b) A situation where a journalist has financial or personal interests that may compromise their objectivity
  - (c) A situation where a journalist invades someone’s privacy
  - (d) A situation where a journalist fails to disclose their sources

8. What does the SPJ Code of Ethics stand for in journalism?
- (a) Society of Professional Journalists
  - (b) Standard Principles of Journalism
  - (c) Ethical Guidelines for Journalistic Integrity
  - (d) Self-Regulatory Practices for Journalistic Organizations
9. What does the principle of “minimizing harm” mean in journalism ethics?
- (a) Journalists should prioritize sensational and controversial stories to attract attention
  - (b) Journalists should minimize the harm caused to individuals and communities in their reporting
  - (c) Journalists should avoid reporting on sensitive or controversial topics
  - (d) Journalists should prioritize their personal interests over public welfare
10. What does the term “public accountability” refer to in journalism ethics?
- (a) Journalists should be accountable to the public for their reporting
  - (b) Journalists should have the power to hold public officials accountable
  - (c) Journalists should prioritize the interests of the public over their personal interests
  - (d) Journalists should only report information that is accountable to the government
11. Which of the following is not a type of media?
- (a) Print media
  - (b) Broadcast media
  - (c) Social media
  - (d) Political media

12. Which type of media includes newspapers, magazines, and brochures?
- (a) Print media            (b) Broadcast media  
(c) Digital media        (d) Social media
13. When was Prasar Bharati established?
- (a) 1947                    (b) 1965  
(c) 1976                    (d) 1997
14. Which government agency oversees Prasar Bharati?
- (a) Ministry of Information and Broadcasting  
(b) Ministry of Communications  
(c) Ministry of Culture  
(d) Ministry of Home Affairs
15. When was the Press Council of India established?
- (a) 1947                    (b) 1951  
(c) 1976                    (d) 1997
16. Which government body appoints the members of the Press Council of India?
- (a) Ministry of Information and Broadcasting  
(b) Ministry of Home Affairs  
(c) Prime Minister's Office  
(d) President of India
17. Which is the largest news agency in India?
- (a) Press Trust of India (PTI)  
(b) United News of India (UNI)  
(c) Asian News International (ANI)  
(d) Indo-Asian News Service (IANS)



18. When was the Press Trust of India (PTI) founded?  
(a) 1945                      (b) 1956  
(c) 1962                      (d) 1976
19. What is the primary role of news agencies?  
(a) To generate advertising revenue  
(b) To provide news content to media organizations  
(c) To promote specific political agendas  
(d) To entertain the audience
20. How do news agencies gather news?  
(a) Through investigative journalism  
(b) By conducting interviews with newsmakers  
(c) By monitoring events and sources globally  
(d) By relying solely on press releases
21. Which form of media is known for its audio content and reach through radio waves?  
(a) Print media              (b) Broadcast media  
(c) Digital media            (d) Social media
22. What is the primary characteristic of mass media?  
(a) Personalized communication  
(b) One-to-one interaction  
(c) Communication with a large audience  
(d) Private and confidential communication
23. Which form of media allows for interactive communication and user-generated content?  
(a) Print media              (b) Broadcast media  
(c) Digital media            (d) Social media

24. Which of the following is not a traditional form of mass media?
- (a) Television                      (b) Radio  
(c) Newspaper                      (d) Podcasts
25. Which was the first mass media channel to be established in India?
- (a) All India Radio                  (b) Doordarshan  
(c) Zee TV                              (d) Star TV
26. What is the role of the Press Trust of India (PTI) in the Indian mass media landscape?
- (a) Regulating television channels  
(b) Regulating newspapers and magazines  
(c) Supplying news content to media organizations  
(d) Promoting digital media platforms
27. Which regulatory body oversees the content and broadcasting of television and radio in India?
- (a) Press Council of India (PCI)  
(b) Ministry of Information and Broadcasting  
(c) Telecom Regulatory Authority of India (TRAI)  
(d) Broadcasting Content Complaints Council (BCCC)
28. Which social media platform is widely used in India for news dissemination and engagement?
- (a) Facebook                          (b) Twitter  
(c) Instagram                          (d) LinkedIn

29. What was the impact of the liberalization policies in the 1990s on the Indian mass media industry?
- (a) A decrease in the number of media outlets
  - (b) Government monopoly on media increased
  - (c) Increase in foreign investment and private media channels
  - (d) A shift towards print media and away from digital media
30. What is the primary mode of transmission for electronic media content?
- (a) Printing                      (b) Broadcasting
  - (c) Publishing                      (d) Circulating
31. Which electronic media platform allows for live audio communication to a wide audience?
- (a) Television                      (b) Internet
  - (c) Radio                      (d) Social media
32. How does electronic media differ from print media?
- (a) Electronic media is more expensive to produce.
  - (b) Electronic media requires specialized skills for consumption.
  - (c) Electronic media offers real-time and dynamic content delivery.
  - (d) Electronic media has a limited audience reach.
33. Which of the following is an example of new media?
- (a) Television                      (b) Radio
  - (c) Social media                      (d) Newspapers

**Part B**

(7 × 6 = 42)

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

34. (a) Illustrate the different types of communication.  
Or  
(b) Bring out the significance of SMCR Model with example.
35. (a) Delineate the efficiency of communication in education.  
Or  
(b) Exemplify the process of human communication.
36. (a) Write a brief note on Press Freedom.  
Or  
(b) Intricate the current trends followed in journalism.
37. (a) Elucidate the key recommendations of First Press Commission.  
Or  
(b) Bring out the major recommendations of Varghese Committee.
38. (a) Investigate the impact of radio on rural communities.  
Or  
(b) Explore the challenges faced by community radio.
39. (a) Explain the role of Press Registrar of India.  
Or  
(b) Examine the functions of News agencies.
40. (a) Intricate the influence of Technology in Mass Media Communication.  
Or  
(b) Give a description on the limitations of mass media.

**N-0377**

**Sub. Code**

**205912**

**M.A. DEGREE EXAMINATION, MAY 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** the questions.

1. When was the first printing press established in India?  
(a) 1492                      (b) 1605  
(c) 1774                      (d) 1800
2. Which city in India was the hub of early printing activities?  
(a) Mumbai                (b) Chennai  
(c) Kolkata                 (d) Delhi
3. Who introduced the first printing press in India?  
(a) Vasco da Gama  
(b) William Carey  
(c) Sir Syed Ahmed Khan  
(d) Raja Ram Mohan Roy

4. Which was the first Indian language to be printed in India?
- (a) Hindi (b) Tamil  
(c) Bengali (d) Sanskrit
5. Which year saw the introduction of the first vernacular newspaper in India?
- (a) 1780 (b) 1838  
(c) 1857 (d) 1901
6. Who was the founder of the first Indian-owned newspaper in India?
- (a) Mahatma Gandhi  
(b) Rabindranath Tagore  
(c) Bal Gangadhar Tilak  
(d) Jawaharlal Nehru
7. Which year saw the establishment of the Press Trust of India (PTI)?
- (a) 1925 (b) 1947  
(c) 1961 (d) 1980
8. Which technological advancement had a significant impact on the print media in India?
- (a) Television (b) Radio  
(c) Internet (d) Mobile phones
9. When was the first radio broadcast in India?
- (a) 1923 (b) 1936  
(c) 1947 (d) 1952

10. Which was the first radio station to be established in India?  
(a) All India Radio (b) Radio Ceylon  
(c) Radio Mirchi (d) Radio City
11. When was All India Radio (AIR) established?  
(a) 1927 (b) 1936  
(c) 1947 (d) 1950
12. Which was the first radio program to be broadcast in India?  
(a) National News (b) Vividh Bharati  
(c) Aakashvani (d) Binaca Geetmala
13. When did private FM radio stations start operating in India?  
(a) 1992 (b) 1999  
(c) 2001 (d) 2004
14. When was the first television broadcast in India?  
(a) 1947 (b) 1956  
(c) 1965 (d) 1982
15. Which was the first television channel to be launched in India?  
(a) Doordarshan (b) Star Plus  
(c) Zee TV (d) Sun TV
16. When was Doordarshan, the national public broadcaster, established in India?  
(a) 1952 (b) 1965  
(c) 1976 (d) 1984

17. Which was the first Indian soap opera to be aired on television?
- (a) Kyunki Saas Bhi Kabhi Bahu Thi  
(b) Hum Log  
(c) Mahabharat  
(d) Buniyaad
18. When did satellite television broadcasting begin in India?
- (a) 1982 (b) 1991  
(c) 1995 (d) 2000
19. Which was the first Indian newspaper to publish after independence?
- (a) The Times of India (b) Hindustan Times  
(c) Indian Express (d) The Hindu
20. When was the Press Trust of India (PTI) national news agency established?
- (a) 1947 (b) 1952  
(c) 1961 (d) 1980
21. Which year saw the nationalization of major newspaper groups in India?
- (a) 1947 (b) 1955  
(c) 1975 (d) 1991
22. Who was the first woman to become the editor of a major Indian newspaper after independence?
- (a) Shobhana Bhartia (b) Barkha Dutt  
(c) Shobha De (d) Bachi Karkaria



23. When was the community radio policy introduced in India?
- (a) 2002                      (b) 2005  
(c) 2008                      (d) 2011
24. Which government agency is responsible for granting licenses for community radio stations in India?
- (a) Ministry of Information and Broadcasting  
(b) Prasar Bharati  
(c) Ministry of Rural Development  
(d) Ministry of Electronics and Information Technology
25. What is the maximum coverage range allowed for community radio stations in India?
- (a) 5 km                      (b) 10 km  
(c) 25 km                      (d) 50 km
26. Which was the first silent feature film made in India?
- (a) Raja Harishchandra  
(b) Alam Ara  
(c) Mughal-e-Azam  
(d) Mother India
27. Who is considered the “Father of Indian Cinema”?
- (a) Dadasaheb Phalke (b) Satyajit Ray  
(c) Raj Kapoor              (d) Guru Dutt

28. When was the first Indian sound film, "Alam Ara," released?
- (a) 1920                      (b) 1931  
(c) 1947                      (d) 1955
29. Which Indian film won the Palme d'Or at the Cannes Film Festival?
- (a) Mother India  
(b) Salaam Bombay!  
(c) Lagaan: Once Upon a Time in India  
(d) Pather Panchali
30. Which year is known as the "Golden Age" of Indian cinema?
- (a) 1947-1956              (b) 1960-1970  
(c) 1980-1990              (d) 2000-2010
31. Which of the following is a popular form of Tamil folk theatre?
- (a) Silambattam              (b) Karagattam  
(c) Bharatanatyam              (d) Koothu
32. Which musical instrument is commonly associated with Tamil folk music?
- (a) Veena                      (b) Mridangam  
(c) Thavil                      (d) Flute
33. Which art form involves the use of decorative masks and colorful costumes in Tamil Nadu?
- (a) Kummattikali              (b) Bommalattam  
(c) Therukoothu              (d) Oyilattam

**Part B**

(7 × 6 = 42)

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

34. (a) Write a brief note on the early communication systems of India.

Or

- (b) Delineate the various types of print media.

35. (a) Write a short note on Press Freedom.

Or

- (b) Elucidate the significance of Radio medium.

36. (a) Comment on the various Television ownership patterns.

Or

- (b) Intricate the Socio-Political issues faced by the press.

37. (a) Differentiate between AM and FM bands.

Or

- (b) Extricate between the Terrestrial and satellite transmissions of Television.

38. (a) Illustrate the process involved in Television content production.

Or

- (b) Exemplify the contributions of *Samikannu Vincent* to Indian Cinema.

39. (a) Bring out the significance of Documentary films.

Or

(b) Comment on the Regional diversity of folk media.

40. (a) Draft a short history of the development of Online Journalism.

Or

(b) Write short notes on any five different folk arts of Tamil Nadu.

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**N-0378**

**Sub. Code**

**205913**

**M.A.(J&MC) DEGREE EXAMINATION, MAY 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year — First Semester**

**PHOTOGRAPHY**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** the questions.

Choose the correct answer.

1. What is the purpose of the aperture in photography?
  - (a) To control the amount of light entering the camera
  - (b) To adjust the focus of the image
  - (c) To determine the shutter speed
  - (d) To adjust the white balance
  
2. What does the term “exposure” refer to in photography?
  - (a) The amount of light reaching the camera sensor
  - (b) The composition and framing of the image
  - (c) The type of lens used in capturing the photo
  - (d) The editing process to enhance the image

3. Which camera mode allows for manual control over shutter speed, aperture and ISO?
  - (a) Auto mode
  - (b) Program mode
  - (c) Manual mode
  - (d) Shutter Priority mode
  
4. What is the purpose of the ISO setting in photography?
  - (a) To adjust the depth of field
  - (b) To control the sensitivity of the camera sensor to light
  - (c) To enhance the color saturation in the image
  - (d) To adjust the focal length of the lens
  
5. What is the rule of thirds in photography?
  - (a) The use of three primary colors in the image
  - (b) The division of the frame into nine equal parts for composition
  - (c) The technique to capture fast-moving subjects
  - (d) The process of adjusting exposure for a balanced image
  
6. What is the function of the shutter speed in photography?
  - (a) To control the depth of field
  - (b) To adjust the focus of the image
  - (c) To freeze or blur motion in the photo
  - (d) To determine the field of view.

7. Which lens would be most suitable for capturing distant subjects?
  - (a) Wide-angle lens
  - (b) Macro lens
  - (c) Telephoto lens
  - (d) Prime lens
  
8. What is the purpose of using the “bulb” mode in photography?
  - (a) To create long exposure shots
  - (b) To capture fast-moving subjects
  - (c) To adjust the white balance of the image
  - (d) To enhance the dynamic range
  
9. What is the role of the focal length in photography?
  - (a) To adjust the amount of light entering the camera
  - (b) To determine the level of image sharpness
  - (c) To control the depth of field
  - (d) To adjust the zoom level of the lens.
  
10. What is the purpose of the flash in photography?
  - (a) To provide additional light in low-light situations
  - (b) To adjust the color temperature of the image
  - (c) To enhance the saturation and contrast in the photo
  - (d) To create intentional lens flare effects
  
11. What does DSLR stand for in the context of camera?
  - (a) Digital Single-Lens Reflex
  - (b) Digital Superior Lens Resolution
  - (c) Dynamic Shutter Light Reflection
  - (d) Dual Sensor Light Rendering

12. Which of the following is a primary advantage of mirrorless camera compared to DSLR camera?
- (a) Larger image sensor size
  - (b) Optical viewfinder for framing shots
  - (c) Smaller and lighter form factor
  - (d) Longer battery life
13. What is the purpose of the shutter button on a camera?
- (a) To adjust the focus of the lens
  - (b) To control the exposure settings
  - (c) To trigger the capture of an image
  - (d) To activate the camera's flash
14. Which camera feature allows for adjusting the focal length and zooming in on a subject?
- (a) Aperture
  - (b) ISO
  - (c) Shutter speed
  - (d) Optical zoom
15. What is the function of the image sensor in a digital camera?
- (a) To capture and record the image
  - (b) To adjust the lens focus automatically
  - (c) To provide image stabilization
  - (d) To control the camera's exposure settings



16. Which camera feature controls the amount of light entering the camera through the lens?
- (a) Aperture
  - (b) Shutter speed
  - (c) ISO
  - (d) White balance
17. Which type of camera lens has a fixed focal length and cannot be zoomed?
- (a) Prime lens
  - (b) Telephoto lens
  - (c) Wide-angle lens
  - (d) Zoom lens
18. Which camera accessory is used to stabilize the camera and reduce camera shake?
- (a) Tripod
  - (b) Lens hood
  - (c) Memory card
  - (d) External flash
19. What is the purpose of a camera lens filter?
- (a) To protect the camera lens from scratches and dust
  - (b) To add artistic effects to the image
  - (c) To control the amount of light entering the lens
  - (d) To improve the sharpness and clarity of the image
20. Which camera accessory is used to control the direction and intensity of light?
- (a) Softbox
  - (b) Lens cap
  - (c) Remote shutter release
  - (d) Lens kit

21. What does a camera remote shutter release allow you to do?
- (a) Adjust the camera's exposure settings remotely
  - (b) Capture photos without touching the camera to minimize camera shake
  - (c) Transfer photos wirelessly to a computer or mobile device
  - (d) Apply filters and effects to the image in real-time
22. What is the purpose of a camera flash diffuser?
- (a) To soften and distribute the light from the flash
  - (b) To protect the flash from external elements
  - (c) To adjust the flash output power
  - (d) To provide wireless connectivity for off-camera flash units
23. Which camera accessory is used to expand the storage capacity for photos and videos?
- (a) Lens filter
  - (b) Tripod
  - (c) Memory card
  - (d) Camera strap
24. What is the purpose of a camera battery grip?
- (a) To extend the battery life of the camera
  - (b) To provide additional stability when holding the camera
  - (c) To improve the autofocus performance
  - (d) To enable wireless remote control of the camera

25. What does a camera lens hood do?
- (a) Protects the lens from scratches and dust
  - (b) Blocks unwanted stray light from entering the lens
  - (c) Enables close-up macro photography
  - (d) Provides image stabilization for handheld shooting
26. Which camera accessory is used to clean the camera lens and remove dust and smudges?
- (a) Lens cap
  - (b) Memory card
  - (c) Lens cleaning kit
  - (d) Camera bag
27. What is the purpose of a camera hot shoe?
- (a) To attach external accessories like a flash or microphone
  - (b) To provide additional storage for memory cards
  - (c) To connect the camera to a computer for data transfer
  - (d) To adjust the camera's exposure settings
28. What is the primary goal of photojournalism?
- (a) To capture aesthetically pleasing photographs
  - (b) To tell a visual story through photographs
  - (c) To create artistic and abstract images
  - (d) To promote a specific agenda or viewpoint
29. Who is considered the father of modern photo journalism?
- (a) Henri Cartier-Bresson
  - (b) Robert Capa
  - (c) Dorothea Lange
  - (d) Ansel Adams

30. What is a photo essay?
- (a) A collection of random photographs without any narrative or theme
  - (b) A series of photographs that tell a visual story or convey a message
  - (c) A single photograph that captures a significant moment in time
  - (d) A compilation of text-based articles accompanied by a few photographs
31. Which image format supports transparency and is commonly used for web graphics with a small file size?
- (a) JPEG
  - (b) PNG
  - (c) TIFF
  - (d) GIF
32. Which image format is best suited for high-quality printing and preserving all image details?
- (a) JPEG
  - (b) PNG
  - (c) TIFF
  - (d) GIF
33. Which type of photography focuses on capturing images of natural landscapes, wildlife, and outdoor scenes?
- (a) Portrait photography
  - (b) Street photography
  - (c) Landscape photography
  - (d) Macro photography

**Part B**

(7 × 6 = 42)

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

34. (a) Explain the history of photography.

Or

- (b) Define Photo journalism and Explain the rule of third in photography.

35. (a) Distinguish between DSLR and SLR with suitable example.

Or

- (b) Describe the three point lighting in photography.

36. (a) Illustrate any three popular camera types with their features.

Or

- (b) Describe the importance of Aperture, ISO and Shutter speed in photography.

37. (a) What are the different types of camera movements?

Or

- (b) Differentiate Natural Lighting and Artificial lighting.

38. (a) Explain the importance of aesthetics in photography.

Or

- (b) Describe the uses of light controllers and reflectors.

39. (a) Write an essay on different types of photography.

Or

(b) Explain the role of photography in during the time of war and conflicts.

40. (a) Differentiate Photo essay and Photo feature.

Or

(b) Describe the advantage of technology in photography.

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**N-0379**

**Sub. Code**

**205914**

**M.A. DEGREE EXAMINATION, MAY 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** the questions.

1. What is the primary role of journalism?
  - (a) To entertain readers
  - (b) To persuade readers
  - (c) To inform and educate readers
  - (d) To promote personal opinions
  
2. What is the purpose of fact-checking in journalism?
  - (a) To verify the accuracy of information
  - (b) To manipulate facts to fit a particular narrative
  - (c) To increase the number of readers
  - (d) To create sensational headlines

3. What is the term for the practice of reporting news without bias or favouritism?
  - (a) Sensationalism
  - (b) Advocacy journalism
  - (c) Objectivity
  - (d) Partisanship
4. What does the acronym “AP” stands for in the context of news agencies?
  - (a) American Press
  - (b) Associated Press
  - (c) Active Publishers
  - (d) Analytical Press
5. What is the purpose of an editorial in a newspaper?
  - (a) To provide objective news coverage
  - (b) To advertise products and services
  - (c) To express the opinions of the newspaper’s editorial board
  - (d) To report breaking news events
6. What is the purpose of a headline in a news article?
  - (a) To summarize the main points of the article
  - (b) To provide a catchy phrase for readers
  - (c) To promote the author’s viewpoint
  - (d) To increase the word count of the article
7. What is the inverted pyramid style of news writing?
  - (a) Placing the most important information at the beginning of the article
  - (b) Writing the article in the shape of an upside-down pyramid
  - (c) Focusing on personal anecdotes and stories
  - (d) Placing the least important information at the beginning of the article



8. What is the role of a lead paragraph in news writing?
- (a) To provide background information about the topic
  - (b) To introduce the main characters of the story
  - (c) To hook the reader and summarize the most important details
  - (d) To offer the author's opinion on the subject matter
9. What is the purpose of attribution in news writing?
- (a) To provide readers with sources for further reading
  - (b) To add credibility to the information by citing the source
  - (c) To give credit to the editor for their contribution
  - (d) To increase the word count of the article
10. What is the preferred tense for news writing?
- (a) Past tense            (b) Present tense
  - (c) Future tense        (d) It depends on the context
11. What type of news reporting involves providing a detailed account of a recent event?
- (a) Investigative reporting
  - (b) Feature reporting
  - (c) Breaking news reporting
  - (d) Opinion reporting
12. What is the focus of feature reporting?
- (a) Investigating corruption and wrongdoing
  - (b) Reporting on significant events as they unfold
  - (c) Providing in-depth analysis and human interest stories
  - (d) Expressing personal viewpoints and perspectives

13. What is the primary goal of investigative reporting?
- (a) To entertain readers with captivating stories
  - (b) To provide a balanced view of multiple perspectives
  - (c) To uncover and expose hidden information or wrongdoing
  - (d) To report breaking news in real-time
14. What type of reporting involves expressing personal Opinions and perspectives?
- (a) Investigative reporting
  - (b) Editorial reporting
  - (c) Feature reporting
  - (d) Broadcast reporting
15. What is the purpose of interpretive reporting?
- (a) To provide an objective account of events
  - (b) To entertain readers with captivating stories
  - (c) To analyze and explain the significance and impact of events
  - (d) To report breaking news in real-time
16. What is the purpose of the “inverted pyramid” structure in journalistic writing?
- (a) To create suspense and intrigue in the article
  - (b) To prioritize the most important information at the beginning
  - (c) To present information in a chronological order
  - (d) To include personal anecdotes and stories

17. What does the acronym “5W 1H” stand for in journalistic writing?
- (a) Five Words, One Headline
  - (b) Five Ways to Highlight
  - (c) Who, What, When, Where, Why, and How
  - (d) 5 Ways for Headlines
18. What is the purpose of using concise and clear language in journalistic writing?
- (a) To confuse readers and keep them engaged
  - (b) To add complexity and depth to the article
  - (c) To make the article more entertaining
  - (d) To ensure easy comprehension and readability
19. What is the purpose of including quotes in journalistic writing?
- (a) To increase the word count of the article
  - (b) To add a personal touch to the story
  - (c) To provide different perspectives and Opinions
  - (d) To establish the writer’s authority on the topic
20. What is the importance of fact-checking in journalistic writing?
- (a) To verify the accuracy of information
  - (b) To manipulate facts to fit a particular narrative
  - (c) To make the article more sensational
  - (d) To include personal Opinions and biases

21. What is the term for the top section of the front page of a newspaper that contains the most important news of the day?
- (a) Headline                      (b) By line  
(c) Masthead                      (d) Above the fold
22. What is the purpose of the masthead in a newspaper?
- (a) To provide a summary of the day's news  
(b) To indicate the name and logo of the newspaper  
(c) To highlight the featured articles  
(d) To display the publication date and price
23. What is the typical placement of opinion pieces and editorials in a newspaper?
- (a) Front page                      (b) Sports section  
(c) Business section              (d) Editorial page
24. What is the term for the section of a newspaper that contains articles and features about current events, politics, and social issues?
- (a) Classifieds                      (b) Opinions  
(c) Lifestyle                        (d) News
25. What is the purpose of a table of contents in a newspaper?
- (a) To provide a list of articles and their page numbers  
(b) To advertise products and services  
(c) To showcase the newspaper's awards and achievements  
(d) To highlight the weather forecast

26. What is the primary responsibility of the editorial department in a newspaper?
- (a) Fact-checking news articles
  - (b) Writing news articles
  - (c) Managing advertising revenue
  - (d) Crafting and publishing editorial content
27. Who typically oversees the editorial department in a newspaper?
- (a) Advertising manager
  - (b) Managing editor
  - (c) Publisher
  - (d) Graphic designer
28. What is the purpose of an editorial board in the editorial department?
- (a) To manage the printing and distribution of the newspaper
  - (b) To oversee the financial operations of the newspaper
  - (c) To provide guidance and direction for the editorial content
  - (d) To handle customer service and subscription inquiries
29. What type of content is typically published by the editorial department?
- (a) News articles reporting current events
  - (b) Feature articles profiling notable individuals
  - (c) Opinion pieces expressing the newspaper's viewpoint
  - (d) Classified ads for various products and services

30. What is the role of the copy editor in the editorial department?
- (a) Creating eye-catching headlines and titles
  - (b) Designing the layout and visual elements of the newspaper
  - (c) Editing and proofreading articles for grammar, style, and accuracy
  - (d) Managing the subscription and distribution processes
31. What does the term “accuracy” refer to in the context of editing principles?
- (a) Ensuring correct grammar and punctuation
  - (b) Verifying the facts and information presented in the content
  - (c) Enhancing the clarity and readability of the text
  - (d) Adhering to the preferred writing style of the publication
32. What does the principle of “consistency” involve in editing?
- (a) Ensuring uniformity in formatting and style throughout the content
  - (b) Correcting spelling errors and typos in the text
  - (c) Checking for logical flow and coherence in the content
  - (d) Reviewing the content for factual accuracy and reliability

33. What does the principle of “clarity” focus on in editing?
- (a) Adhering to grammatical rules and conventions
  - (b) Presenting information in a concise and understandable manner
  - (c) Ensuring the content is engaging and interesting to the reader
  - (d) Checking for plagiarism and maintaining originality in the content

**Part B** (7 × 6 = 42)

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

34. (a) Discuss the role of journalism in a democratic society.

Or

- (b) Enlist the ethical considerations and responsibilities of journalists in reporting sensitive topics.

35. (a) List out the Seven News Values with appropriate examples.

Or

- (b) Elucidate the various elements of News.

36. (a) Examine the importance of investigative journalism.

Or

- (b) Compare and contrast the responsibilities and reporting styles of different beat reporters.

37. (a) Examine the role of quotes in journalistic writing and discuss how quotes can add credibility.

Or

- (b) Illustrate the contemporary trends in print journalism.

38. (a) Intricate the significance of editorial in newsprint.

Or

- (b) Elaborate the key factors which affect the circulation of a Newspaper.

39. (a) Discuss the importance of fact-checking in news editing.

Or

- (b) Explain the role and responsibilities of the news desk in a news organization.

40. (a) Discuss the role and functions of news organizations in society.

Or

- (b) Examine the ethical considerations in news organizations and the role of journalistic values.



**N-0384**

**Sub. Code**

**205931**

**M.A. (J & MC) DEGREE EXAMINATION, MAY 2023.**

**ONLINE PROGRAMME**

**Second Year – Third Semester**

**(Journalism and Mass Communication)**

**GRAPHIC COMMUNICATION**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Multiple Choice Questions

1. Design methodology emerged in  
(a) 1950                      (b) 1960  
(c) 1980                      (d) 1990
2. \_\_\_\_\_ is a shape that connects two or more Points.  
(a) Line                      (b) Curve  
(c) 3D                      (d) 2D
3. \_\_\_\_\_ hierarchy is very important in design.  
(a) Advertising              (b) Hard News  
(c) Soft News              (d) Typographic
4. \_\_\_\_\_ is not the Principles of Design.  
(a) Rhythm                      (b) Balance  
(c) Interest                      (d) Proportion

5. An example of Graphics are \_\_\_\_\_
- (a) Photographs      (b) Drawings  
(c) Graphs            (d) All the above
6. Who defined visual element as any "basic thing that can be seen."
- (a) Marvin Bartel      (b) Raymond Carver  
(c) Lupton            (d) Philip Glass
7. Thumbnail sketches may be called \_\_\_\_\_
- (a) Rough              (b) Layout  
(c) Thumbs            (d) Comps
8. Which of the following is not the other term used for photo editing?
- (a) Image editing      (b) Photoshopping  
(c) Post-processing    (d) Image sharpening
9. \_\_\_\_\_ is a precise position or location on a surface.
- (a) Plane              (b) Point  
(c) Colour             (d) Line
10. While applying the triadic colour scheme, what are the colours that will go with Red?
- (a) Blue and Yellow    (b) Orange and Yellow  
(c) Orange and Blue    (d) Yellow and Green
11. Visuals are one of the components of \_\_\_\_\_
- (a) Master page      (b) Mnemonic  
(c) Graphic Design    (d) Stylesheet

12. The name plate of a newspaper is referred to as \_\_\_\_\_
- (a) Plaques                      (b) Graphic image  
(c) Masthead                    (d) Tagline
13. Where do Op-ed stories appear in a newspaper?
- (a) Editorial page              (b) Inside page  
(c) Front page                  (d) Opinion page
14. Which of the following is not an objective of newspaper makeup area?
- (a) To indicate the importance of the news  
(b) To make the page attractive  
(c) To make the page easy to read  
(d) To optimise the printing cost
15. Which of the following is not a important elements of book design?
- (a) Book size                    (b) Book structure  
(c) The printed page          (d) The Cover
16. Orange, Green and Purple are called as \_\_\_\_\_ Colours.
- (a) Primary                      (b) Secondary  
(c) Tertiary                      (d) Shade
17. \_\_\_\_\_ is the central element of a complex identification system that must be functionally extended to all communication of an organization.
- (a) Logo                          (b) Newsletter design  
(c) Letterhead                  (d) Product packing

18. Yellow evokes a feeling of \_\_\_\_\_  
(a) Bravery (b) Frustration  
(c) Calm (d) hungry
19. A correspondence made for inquires, orders, replies, acknowledgements, invitations and appointment letters are \_\_\_\_\_ correspondence.  
(a) Sales (b) Internal  
(c) Routine (d) External
20. A \_\_\_\_\_ is a temporary promotion of idea, product or event put up in a public space for mass consumption.  
(a) Branding (b) Poster  
(c) Advertisement (d) Commercials
21. Which of the following is not an input device?  
(a) MICR (b) OCR  
(c) Microphone (d) Speaker
22. The working of televisions in our house is based on \_\_\_\_\_ method.  
(a) Vertical scan (b) Raster scan  
(c) Horizontal scan (d) Interlaced scan
23. Visual strength of magazine is enhanced with \_\_\_\_\_  
(a) Advertisement (b) Fake news  
(c) Posters (d) Colour
24. \_\_\_\_\_ is the most popular pointing device.  
(a) Mouse (b) Light pen  
(c) Track ball (d) Joy stick

25. Op-ed stories appear on the \_\_\_\_\_page of the newspaper.
- (a) Editorial (b) Front  
(c) Back (d) Feature
26. Which of the following is not a type of freeform curve?
- (a) Splines (b) Benzier curves  
(c) Spheres (d) B-spline curves
27. \_\_\_\_\_Journalism focuses on popular culture and the entertainment business.
- (a) Poesy (b) Fashion  
(c) Entertainment (d) Music
28. \_\_\_\_\_is a very genuine and result focused way of approach.
- (a) Paid Banner Ads (b) Bounce Ads  
(c) Pay Per View (d) Pay Per Lead
29. 3D graphics were first created in the year \_\_\_\_\_
- (a) 1960 (b) 1970  
(c) 1980 (d) 1990
30. Which is the important element of Book Design?
- (a) Book structure (b) Caligraphy  
(c) Sheet (d) Advertisement
31. \_\_\_\_\_ Curve is one of the most important curves used in aircraft.
- (a) Normal (b) B-spline  
(c) Bezier (d) Spline

32. A light with both location and direction is called \_\_\_\_\_
- (a) Point light (b) Shadows  
(c) Spotlight (d) Bounce light
33. Change in focal length can affect the \_\_\_\_\_
- (a) Depth of field (b) Aperture  
(c) Principal focus (d) Reflection

**Part B**

(7 × 6 = 42)

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

34. (a) Explain the principles of design.

Or

- (b) Discuss the nature and Scope of design process.

35. (a) Outline the basic components of Design

Or

- (b) Write about the steps in editing pictures.

36. (a) Explain the importance of Colour in designing.

Or

- (b) State the role of computers in designing.

37. (a) Write short notes on newspaper formats and page make-up.

Or

- (b) Write about Fashion journalism and the impact of internet on fashion journalism.

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

Or

(b) Highlight the importance of Hospitality materials and branding.

39. (a) Elaborate on line drawing displays.

Or

(b) Write about Raster graphics.

40. (a) Write about Ruled surfaces and Curved surfaces.

Or

(b) Write about the methods to manipulate depth of field in images.

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**N-0385**

**Sub. Code**

**205932**

**M.A. DEGREE EXAMINATION, MAY 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)

Answer **all** questions.

Multiple choice questions.

1. \_\_\_\_\_ is an intellectual activity of a high order.
  - (a) Media
  - (b) Research
  - (c) Agency
  - (d) Electronic media
  
2. \_\_\_\_\_ research is usually conducted for industries or government.
  - (a) Action
  - (b) Basic
  - (c) Applied
  - (d) Ethnographic



3. \_\_\_\_\_ concerns itself with an immediate problem in a specific setting.
- (a) Normative survey
  - (b) Descriptive
  - (c) Historical
  - (d) Action
4. \_\_\_\_\_ are those effects when media messages changes the thinking process of the audience.
- (a) Emotional Effects
  - (b) Behavioural Effects
  - (c) Cognitive Effects
  - (d) Physiological Effects
5. Who defined Research Design as “it constitutes the blue print for the collection, measurement and analysis of data”?
- (a) Philips Bernard S
  - (b) Best John N
  - (c) P.V. Voung
  - (d) David and Shava

6. \_\_\_\_\_ is the variable which will be manipulated, that can be called the “cause” or treatment variable.
- (a) Dependent variable
  - (b) Independent variable
  - (c) Experimental group
  - (d) Control group
7. Which of the following is not the Limitations of Content Analysis?
- (a) Time consuming
  - (b) Coder’s understanding of the variables
  - (c) Lack of in-depth understanding
  - (d) Coder’s bias
8. \_\_\_\_\_ interview is concerned with broad underlying feelings or motivations or with the course of individual’s life experience.
- (a) Focused
  - (b) Non-directive
  - (c) Unstructured
  - (d) Clinical
9. \_\_\_\_\_ is concerned with individual’s life experience.
- (a) Survey
  - (b) Census
  - (c) Case study
  - (d) Clinical Interview

10. Questions that have two answers with different levels of extremities, written opposite ends of scales are called

\_\_\_\_\_

- (a) Bipolar questions
- (b) Rating scale questions
- (c) Dichotomous questions
- (d) Likert questions

11. Which sampling error is often referred as Chance error?

- (a) Systematic sampling error
- (b) Confidence interval
- (c) Random sampling error
- (d) None of the above

12. Which sampling is considered as practical solution to the problems of gaining access to many settings and the cost of sampling is minimised in large scale surreys?

- (a) Cluster sampling
- (b) Systematic sampling
- (c) Stratified sampling
- (d) Area sampling

13. Which is the characteristic of good research tool?
- (a) Jargon
  - (b) Ambiguity
  - (c) Brevity
  - (d) Exaggeration
14. The degree to which respondents agree to a specific statement can be ascertained using \_\_\_\_\_ Questions.
- (a) Open-ended
  - (b) Likert
  - (c) Bipolar
  - (d) Close-ended
15. Which of the following is not a measurement of central tendency?
- (a) Standard deviation
  - (b) Mean
  - (c) Median
  - (d) Mode
16. A \_\_\_\_\_ is used to compare the mean scores obtained by two groups on a single variable.
- (a) Regression analysis
  - (b) T-test
  - (c) Correlation Coefficient
  - (d) Inferential statistics

17. \_\_\_\_\_ refers to whether the operational definition of a variable actually reflects the theoretical meaning of a concept.
- (a) Content validity
  - (b) Face validity
  - (c) Construct validity
  - (d) Concurrent validity
18. \_\_\_\_\_ is a very popular statistical package due to its feature and compatibility with other window based programs.
- (a) SAS
  - (b) S-PLUS
  - (c) GLIM
  - (d) SPSS
19. \_\_\_\_\_ error occurs when the sample is not drawn properly.
- (a) Random sampling
  - (b) Systematic sampling
  - (c) Non-Sampling
  - (d) Chance
20. \_\_\_\_\_ refers to midpoint of a set of numerical values.
- (a) Mean
  - (b) Median
  - (c) Mode
  - (d) Percentage
21. The most common value among a set of value is called \_\_\_\_\_
- (a) Mean
  - (b) Median
  - (c) Mode
  - (d) Percentage

22. \_\_\_\_\_ is an orderly arrangement of data in columns and rows.
- (a) Sequence
  - (b) Co-ordination
  - (c) Tabulation
  - (d) Progression
23. \_\_\_\_\_ data analysis is non-statistical
- (a) Descriptive            (b) Differential
  - (c) Path analysis        (d) Qualitative
24. \_\_\_\_\_ is the difference between the largest and the smallest observations.
- (a) Mean
  - (b) Variance
  - (c) Range
  - (d) Standard Deviation
25. \_\_\_\_\_ is used to display the continuous data and it is useful for predicting the future events over time.
- (a) Bar graph
  - (b) Scatter graph
  - (c) Pie chart
  - (d) Line graph
26. Which of the following is not a Data Presentation Techniques?
- (a) Tables
  - (b) Diagram
  - (c) Graphs
  - (d) Data tabulation

27. \_\_\_\_\_ is a process of examining the collected raw data to detect errors and omission and to correct these when possible.
- (a) Data inspection
  - (b) Editing of data
  - (c) Coding of data
  - (d) None of the above
28. Abstract is a brief summary of approximately \_\_\_\_\_ words.
- (a) 500
  - (b) 200
  - (c) 300
  - (d) 450
29. Which of the following is not a purpose of a research report?
- (a) Academic
  - (b) Organizational
  - (c) Definition of terms
  - (d) Policy building
30. The numerical values just name the attribute uniquely in \_\_\_\_\_ level of measurement.
- (a) Nominal
  - (b) Interval
  - (c) Ratio
  - (d) Ordinal
31. Which of the following is the most popular non-parametric test of significance in social science research?
- (a) Chi-square analysis
  - (b) The Kruskal Wallis test
  - (c) The Mann-Whitney U test
  - (d) None of the above

32. \_\_\_\_\_ is a Statistical Package for Social Science.  
(a) SOSS (b) SCOSS  
(c) SPOSS (d) SPSS
33. \_\_\_\_\_ is a medium to communicate research work with relevant people.  
(a) Abstract  
(b) References  
(c) Research report  
(d) Research Proposal

**Part B**

(7 × 6 = 42)

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

34. (a) Explain the types of research.  
Or  
(b) Explain the scope and importance of communication research.
35. (a) Explain the components related to research design  
Or  
(b) Explain in detail Observation method.
36. (a) Explain the merits and demerits of questionnaire.  
Or  
(b) Describe systematic and cluster Sampling.
37. (a) Elaborate on Sampling errors.  
Or  
(b) Explain descriptive analysis.



38. (a) Explain the general criteria for good tabulation.

Or

(b) Elaborate on Parametric Statistics and its types.

39. (a) Explain the steps in data processing.

Or

(b) State the different approaches in data interpretation.

40. (a) Write the purpose of a research proposal.

Or

(b) Explain the different stages in writing a research report

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**N-0386**

**Sub. Code**

**205933**

**M.A. DEGREE EXAMINATION, MAY 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)**

Multiple Choice Questions

1. Telegraph Act was passed in the year
  - (a) 1868
  - (b) 1885
  - (c) 1876
  - (d) 1866
  
2. British Parliament passed the copyright Act in
  - (a) 1925
  - (b) 1914
  - (c) 1921
  - (d) 1911

3. What is the punishment for contempt of court?
- (a) Imprisonment for a term which may extend to 6 months of a fine which may extend to Rs.2000/- or more.
  - (b) Imprisonment for a term which may extend to 3 months of a fine which may extend to Rs.2000/- or more.
  - (c) Imprisonment for a term which may extend to 6 months of a fine which may extend to Rs.3000/- or more.
  - (d) Imprisonment for a term which may extend to 6 months of a fine which may extend to Rs.5000/- or more.
4. Right to freedom covers from Articles
- (a) 29-30
  - (b) 14-18
  - (c) 19-22
  - (d) 23-24
5. A \_\_\_\_\_ may be granted for a new, useful and non-obvious invention.
- (a) Industrial design
  - (b) Old ideas
  - (c) Enforcement
  - (d) Patent
6. No working journalist shall be required or allowed to work in any newspaper establishment for more than \_\_\_\_\_ hours during any period of four consecutive weeks, exclusive of time for meals.
- (a) 144
  - (b) 150
  - (c) 120
  - (d) 192

7. The first RTI application was filed at a police station in \_\_\_\_\_.
- (a) Mumbai
  - (b) Delhi
  - (c) Pune
  - (d) Ahmedabad
8. The Press council Act came into force on
- (a) July 4, 1966
  - (b) August 14, 1978
  - (c) January 26, 1966
  - (d) March 1, 1979
9. \_\_\_\_\_ laws come into play when an offence is committed against the state.
- (a) Civil
  - (b) Criminal
  - (c) Seditious
  - (d) Obscenity
10. Which of the following is a Law not related to working women?
- (a) National Commission for Women Act
  - (b) Maternity Benefit Act
  - (c) Employees State Insurance
  - (d) Equal Remuneration
11. Dowry Prohibition Act was passed in the year \_\_\_\_\_.
- (a) 1961
  - (b) 1971
  - (c) 1987
  - (d) 1948

12. The law of covering obscenity is dealt with in the Indian Penal Code of \_\_\_\_\_.
- (a) 1866                      (b) 1862  
(c) 1860                      (d) 1864
13. In 1950, the central board of film certification was set up at \_\_\_\_\_.
- (a) Mumbai  
(b) Punjab  
(c) Delhi  
(d) Tamilnadu
14. The Cinematograph Certification Rules promulgated in \_\_\_\_\_ and the guidelines issued from time to time.
- (a) 1952  
(b) 1950  
(c) 1984  
(d) 1983
15. \_\_\_\_\_ is the global forum for intellectual property services
- (a) PODS  
(b) WIPO  
(c) POID  
(d) ASPO
16. Prasar Bharati Act was passed in the year \_\_\_\_\_.
- (a) 1954  
(b) 1934  
(c) 1924  
(d) 1990

17. \_\_\_\_\_ is a term used to refer to the act of copyright infringement via digital means.
- (a) Digital Divide
  - (b) Digital Piracy
  - (c) Digital natives
  - (d) Digital Revolution
18. \_\_\_\_\_ concentrates on a person's duty as a means to determine appropriate action.
- (a) Utilitarianism
  - (b) Consequentialism
  - (c) Ontology
  - (d) Deontology
19. \_\_\_\_\_ most important principle was that of trade without discrimination.
- (a) CHIPKO
  - (b) WIPO
  - (c) GATT
  - (d) WHO
20. Ethical value of an action should be determined on its consequences is advocated by \_\_\_\_\_.
- (a) Utilitarianism
  - (b) Consequentialism
  - (c) Ontology
  - (d) Deontology

21. Who were responsible for the birth of Yellow Journalism?
- (a) Thomson & Leslie
  - (b) Jerald & Fransis
  - (c) Roosvelt & Maxwell
  - (d) Joseph Pulitzer & William Randolph Hearst
22. In India \_\_\_\_\_ is probably one of the oldest Tabloids.
- (a) Morning bloom
  - (b) Mid-day
  - (c) Mail today
  - (d) Folk
23. Punishment for knowingly infringing or abetting the infringement of copyright is \_\_\_\_\_.
- (a) Imprisonment, which may exceed up to six months or fine or both
  - (b) Imprisonment, which may exceed up to one year
  - (c) Imprisonment, which may exceed up to one year or fine
  - (d) Imprisonment, which may exceed up to one year or fine or both
24. \_\_\_\_\_ is the use of the internet or other electronic means to stalk someone.
- (a) Spamming
  - (b) Cyber Stalking
  - (c) Cyber defamation
  - (d) Phreaking

25. The freedom of information bill 2000 was introduced in \_\_\_\_\_.
- (a) 25<sup>th</sup> July 2000
  - (b) 25<sup>th</sup> June 2000
  - (c) 25<sup>th</sup> January 2000
  - (d) 25<sup>th</sup> August 2000
26. In \_\_\_\_\_ shows, the host displays a high degree of discipline and good judgment.
- (a) Interview
  - (b) Debate
  - (c) Telephone call-in
  - (d) Game
27. Which of the following is not a code of Ethics for Media Professionals?
- (a) Impartiality
  - (b) Punctuality
  - (c) Avoid plagiarism
  - (d) Avoid defamatory writing
28. An exclusive right granted to the owner of an original work is called \_\_\_\_\_.
- (a) Right to Education
  - (b) Right to Freedom
  - (c) Copyright
  - (d) Plagiarism



29. A work of literature, drama, music or art is an \_\_\_\_\_ property.
- (a) Universal
  - (b) Adaptable
  - (c) Inherent
  - (d) Intellectual
30. Which of the following is the not a theme and Issue in media ethics?
- (a) Seek truth and report it
  - (b) Minimize harm
  - (c) Be accountable
  - (d) Act dependently
31. The code of ethics for media Professionals \_\_\_\_\_.
- (a) Accuracy
  - (b) Fairness
  - (c) Avoid Plagiarism
  - (d) All the above
32. \_\_\_\_\_ examines complaints on the content of Television channels.
- (a) WJMC
  - (b) BCCC
  - (c) PCI
  - (d) MIBU
33. The Right to Information 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 Freedom of Speech and Expression in Indian constitution.

Or

- (b) Discuss about Intellectual Property rights.

35. (a) Outline the role of Press Council of India

Or

- (b) Write about the code of ethics for media professionals

36. (a) State the difference between Civil and Criminal law.

Or

- (b) Write about the laws dealing with Obscenity.

37. (a) Explain about Prasar Bharathi Act, 1990.

Or

- (b) Write about the different Cyber Crimes.

38. (a) Discuss the ethics of Journalist.

Or

- (b) Highlight the importance of ethical norms in television.

39. (a) Write a note on Tabloid and Yellow Journalism.

Or

(b) Write a short note on Piracy.

40. (a) Write a note on Journalist code of conduct.

Or

(b) Write about the role of Press Council of India.

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**N-0387**

**Sub. Code**

**205941**

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

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year — Fourth Semester**

**(Journalism and Mass Communication)**

**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 is not a Development issue?
  - (a) Cultural issue
  - (b) Economic issue
  - (c) Political issue
  - (d) Social issue
  
2. \_\_\_\_\_ is a philosophical doctrine that stresses the subjugation of all events or actions to destiny.
  - (a) Optimism
  - (b) Socialism
  - (c) Communism
  - (d) Fatalism

3. \_\_\_\_\_ is the act of persuading others by presenting ideas and notions in a logical manner.
- (a) Motivation
  - (b) Persuasion
  - (c) Mobilization
  - (d) Communication
4. Which of the following is not actively involved in the development communication using various media?
- (a) Voluntary organizations
  - (b) Concerned citizens
  - (c) Governmental organization
  - (d) Non Governmental organization
5. In which year did the multilateral development assistance organizations develop?
- (a) 1947
  - (b) 1945
  - (c) 1950
  - (d) none of the above
6. \_\_\_\_\_ separated a mental virus that made people behave in a particularly energetic way. He named the virus 'n-Ach' or need for achievement.
- (a) Weinsner
  - (b) Parsons
  - (c) Mc Clelland
  - (d) Daniel Learner

7. Who created a five-stage model of economic development?
- (a) W.W. Rostow
  - (b) Mc Clelland
  - (c) Eisenstaedt
  - (d) MaxWeber
8. The \_\_\_\_\_ was not practicable for Third World nations as they were limited in their capacity to cope with problems or crises.
- (a) Cultural factors model
  - (b) Economic growth model
  - (c) Industrialization approach
  - (d) Evolutionary Model
9. The dominant paradigm of development model underlined the importance of economic growth through \_\_\_\_\_
- (a) Urbanization
  - (b) Modernization
  - (c) Industrialization
  - (d) Globalization
10. Lasswell developed a paradigm which has been called the \_\_\_\_\_ model of mass communication effects.
- (a) Bullet theory
  - (b) Hypodermic needle
  - (c) Stimulus-response
  - (d) Mass society

11. Who is accredited with the theory of the diffusion of innovations?
- (a) Daniel Learner
  - (b) Wilbur Schramm
  - (c) Lakshmana Rao
  - (d) Everett Rogers
12. Which of the following are not the elements of modernization according Daniel Learner?
- (a) Mobile individuals
  - (b) All powerful mass media system
  - (c) Diffusion
  - (d) People's participation
13. Who introduced the Basic Needs Programme?
- (a) International Labour Organization
  - (b) Fair Labour Association
  - (c) Industrial Workers of the World
  - (d) International Labour Rights Forum
14. Which of the following is not invented in 19th Century?
- (a) Telegraph
  - (b) Photography
  - (c) Radio
  - (d) Telephone

15. Which of the countries is not reported to have made use of traditional media for development programmes?
- (a) India
  - (b) Malaysia
  - (c) Pakistan
  - (d) Sri Lanka
16. \_\_\_\_\_ can offer you an immense range of information services such as electronic mail; file transfer, database and multimedia.
- (a) Internet
  - (b) Satellite
  - (c) Radio
  - (d) Television
17. \_\_\_\_\_ of development is a micro level approach, which laid emphasis on the village economy.
- (a) Etawah experiment
  - (b) Nilokheri model
  - (c) Gandhian model
  - (d) Internet
18. Which of the following is not proposed by the Gandhian Model of development?
- (a) Creating powerful village communities
  - (b) Rehabilitation of the displaced persons from Pakistan
  - (c) Developing self-reliant village republics
  - (d) Encouraging the development of rural industries.



19. What is the full form of IRDP?
- (a) Integrated Rural Development Programme
  - (b) Integrated Road Development Programme
  - (c) International Rural Development Programme
  - (d) International Road Development Programme
20. The \_\_\_\_\_ Five year plan was prepared against a backdrop of high expectations arising from some aspects of recent performance.
- (a) Fourth
  - (b) Fifth
  - (c) Seventh
  - (d) Tenth
21. Who started the Calcutta Chronicle?
- (a) Wilbur Schram
  - (b) James Augustus Hicky
  - (c) James Silk Buckingham
  - (d) Atul Kulkarani
22. The \_\_\_\_\_ launched Krishi Darshan for farmers on televisions in partnership with the Ministry of Information and Broadcasting
- (a) Agricultural Department
  - (b) Atomic Energy Department
  - (c) Kissan Sagar
  - (d) Food ministry

23. Which of the following educational system is not a type of Educational System in India?
- (a) Partial Education
  - (b) Formal Education
  - (c) Non-formal Education
  - (d) Extension Education
24. \_\_\_\_\_ is an approach in which we try to address the problem from various angles.
- (a) Multi-secretarial
  - (b) Secretarial
  - (c) Sectoral
  - (d) Multi-Sectoral
25. In which Country Scavenger Development Program,' was implemented?
- (a) Vietnam
  - (b) Nepal
  - (c) Burma
  - (d) Indonesia
26. \_\_\_\_\_ is the action of attempting to convert someone from one religion, belief, or opinion to another.
- (a) Procreation
  - (b) Secularization
  - (c) Proselytizing
  - (d) Prophesying

27. \_\_\_\_\_ is a direct concern office which is deputed either for consultation, execution/implementation or supervision or combined of all above for a particular scheme or project initiated by the government.
- (a) Nodal Agency
  - (b) Operation Blackboard
  - (c) Yojana Haryali
  - (d) MEM Division
28. The scheme \_\_\_\_\_ launched to deal with the problem of drinking water.
- (a) Jomtien
  - (b) Swajaldhara
  - (c) Yojana Haryali
  - (d) Sahitya Parishad
29. \_\_\_\_\_ is the process of exchanging ideas, feelings and notions between two or more individuals using verbal and non- verbal methods.
- (a) Interpersonal communication
  - (b) Diffusion
  - (c) Observability
  - (d) Homophily
30. \_\_\_\_\_ is the condition in which people lack the minimum amount of income needed in order to maintain the average standard of living in the society in which they live.
- (a) Absolute Poverty
  - (b) Below Poverty
  - (c) Relative Poverty
  - (d) Hyper Poverty

31. The transmission of television programmes from one country to another became a reality with the development of \_\_\_\_\_
- (a) Short waves
  - (b) Communication satellite
  - (c) Ham radio
  - (d) All of the above
32. \_\_\_\_\_ is the branch of agriculture where animals are reared, bred and raised for meat, fibre, eggs, milk and other food products.
- (a) Veterinary
  - (b) Operation Flood
  - (c) Green Pasture
  - (d) Animal husbandry
33. SITE was started in \_\_\_\_\_
- (a) August 1975
  - (b) August 1955
  - (c) August 1985
  - (d) August 1965

**Part B**

(7 × 6 = 42)

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

34. (a) Write about Dysfunctions of development.
- Or
- (b) Discuss about the role of Communication in Development.
35. (a) Write about the Psychological variable model.
- Or
- (b) Discuss about the Economic growth model.

36. (a) Elaborate the communication approaches of Dominant paradigm.

Or

(b) Discuss about Diffusion of Innovations.

37. (a) Write about the Integrated development.

Or

(b) Write short note on new communication technologies.

38. (a) Discuss about Gandhi Metha model.

Or

(b) Write briefly about communication project.

39. (a) Elaborate about the role of NGOs in development.

Or

(b) Write about Women Empowerment.

40. (a) Discuss about the development communication experiences.

Or

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

**N-0388**

**Sub. Code**

**205942**

**M.A. DEGREE EXAMINATION, MAY 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)

Multiple choice questions.

1. Communication technology, also known as \_\_\_\_\_.
  - (a) Information technology
  - (b) Informative technology
  - (c) Information terminology
  - (d) Interactive technology
  
2. \_\_\_\_\_ are controllers with integrated paging receivers, which are capable of taking local action based on messages and data they receive.
  - (a) Two-way modems
  - (b) Beepers
  - (c) One-way modems
  - (d) C-Dot Pagers

3. Email was invented by \_\_\_\_\_.
- (a) Tim Berners-Lee
  - (b) Ray Tomlinson
  - (c) Martin Cooper
  - (d) John F. Mitchell
4. Expand WTP
- (a) Wireless Transmission Protocol
  - (b) Wireless Transfer Protocol
  - (c) Wireless Transport Protocol
  - (d) Wireless Transaction Protocol
5. The field of applied science and engineering concerned with the design and application of optical fibers is known as \_\_\_\_\_.
- (a) Optical engineering
  - (b) Fiber design
  - (c) Fiber optics
  - (d) Optical science
6. The first major version of IP, Internet Protocol \_\_\_\_\_ is the dominant protocol of the Internet
- (a) Version 4 (IPv4)
  - (b) Version 6 (IPv6)
  - (c) Version 3 (IPv3)
  - (d) Version 5 (IPv5)

7. The \_\_\_\_\_ is an application protocol for distributed, collaborative, hypermedia information systems.
- (a) Cascading Style Sheets (CSS)
  - (b) Hypertext Transfer Protocol (HTTP)
  - (c) Internet Engineering Task Force (IETF)
  - (d) Hypertext Markup Language (HTML)
8. Bookmarks have been incorporated in browsers since
- (a) 1997                      (b) 1995
  - (c) 1998                      (d) 1993
9. In most web directories the entries are about whole websites, rather than individual pages within them called \_\_\_\_\_.
- (a) Deep links              (b) Hyper links
  - (c) Web links                (d) page links
10. Video conferencing is also been called as \_\_\_\_\_ and is a type of groupware.
- (a) Visual communication
  - (b) Visual collaboration
  - (c) Visual condition
  - (d) Visual correlation
11. Which of the following is not a kind of web developer specialization?
- (a) Front-end developer
  - (b) Back-end developer
  - (c) Half-stack developer
  - (d) Full-stack developer



12. Website promotion is the continuing process used by \_\_\_\_\_ to improve content and increase exposure of a website to bring more visitors.
- (a) Web masters
  - (b) Web managers
  - (c) Web developers
  - (d) None of the above
13. \_\_\_\_\_ is a contemporary form of journalism where editorial content is distributed via the Internet as opposed to publishing via print or broadcast.
- (a) Online journalism
  - (b) Cyber journalism
  - (c) Digital journalism
  - (d) All of the above
14. Digital journalism's lack of a traditional \_\_\_\_\_ has given rise to citizen journalism.
- (a) Reporter
  - (b) Editor
  - (c) Publisher
  - (d) Photographer
15. \_\_\_\_\_ includes the digital publication of e- books, digital magazines, and the development of digital libraries and catalogues.
- (a) Electronic publishing
  - (b) digital publishing
  - (c) Online publishing
  - (d) All of the above

16. In the early \_\_\_\_\_ many of the existing copyright laws were designed around printed books, magazines and newspapers.
- (a) 1999                      (b) 2002
- (c) 2000                      (d) None of the above
17. \_\_\_\_\_ is a state in which a decision maker faces a set of information comprising the accumulation of individual informational cues of differing size and complexity that inhibit the decision maker's ability to optimally determine the best possible decision.
- (a) Information Rich
- (b) Information Poor
- (c) Information stack
- (d) Information overload
18. Internet is an ideal medium for establishing the sort of \_\_\_\_\_ that is so earnestly desired.
- (a) Cyber-space              (b) Cyber-peace
- (c) Cyber-news              (d) All of the above
19. Right to Information (RTI) act was passed by Indian Parliament on \_\_\_\_\_.
- (a) 15<sup>th</sup> July 2005              (b) 15<sup>th</sup> June 2004
- (c) 15<sup>th</sup> June 2005              (d) 15<sup>th</sup> July 2004

20. \_\_\_\_\_ is the process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights.
- (a) Empowerment
  - (b) Right to information
  - (c) Knowledge Gap
  - (d) Cultural Alienation
21. A \_\_\_\_\_ is frequently described as either positive or negative, with regard to its pleasing or displeasing emotional connection.
- (a) Connotation      (b) Denotation
  - (c) Comprehension    (d) Negotiation
22. \_\_\_\_\_ is the ability to process text, understand its meaning, and to integrate with what the reader already knows
- (a) Reading between Lines
  - (b) Listening for cues
  - (c) Reading comprehension
  - (d) Arguing skills
23. \_\_\_\_\_ help students develop connections among words and increase learning of vocabulary words
- (a) Word consciousness
  - (b) Semantic maps
  - (c) Sketching the Words
  - (d) Analyzing Word Parts

24. \_\_\_\_\_ sets up what the characters are doing physically, and how they interact with each other and their physical surroundings.
- (a) Spacing                      (b) Detail
- (c) Capitals                      (d) Scene Description
25. The \_\_\_\_\_ involves allocating advertising expenditure and frequency in relation to season or broad picture of business cycle.
- (a) Micro-scheduling
- (b) Mega-scheduling
- (c) Macro-scheduling
- (d) None of the above
26. \_\_\_\_\_ involves advertising the message evenly throughout a given period.
- (a) Continuous Advertising
- (b) Concentrated Advertising
- (c) Fighting Advertising
- (d) Pulsing Advertising
27. What is the expansion of DEAR?
- (a) Drink Everything and Read
- (b) Drop Everything and Read
- (c) Drop Everything and Remember
- (d) Drink Everything and Remember

28. Helpful problem-solving techniques include using \_\_\_\_\_ to identify the expected steps of a process cause-and-effect diagrams to define and analyze root causes.
- (a) Graphs
  - (b) Piecharts
  - (c) Venn diagram
  - (d) Flowcharts
29. Expand PSTN.
- (a) Private Switched Telephone Network
  - (b) Public Shifting Telephone Network
  - (c) Private Shifting Telephone Network
  - (d) Public Switched Telephone Network
30. An / A \_\_\_\_\_line is a premium Internet connectivity product, normally delivered over fiber.
- (a) Internet leased
  - (b) Ethernet leased
  - (c) Private line
  - (d) All of the above
31. The technical standards underlying the Internet protocol suite and its constituent protocols are maintained by the \_\_\_\_\_.
- (a) Department of Defence (DoD)
  - (b) Internet service providers (ISPs)
  - (c) Internet Engineering Task Force (IETF)
  - (d) Point-to-Point Protocol (PPP)
32. Expand ALPN.
- (a) Application Layer Protocol Negotiation
  - (b) Allocation Layer Protocol Negotiation
  - (c) Application Line Protocol Negotiation
  - (d) Allocation Line Protocol Negotiation

33. An online shop evokes the physical analogy of buying products or services at a regular retailer or shopping center. This process is called \_\_\_\_\_ online shopping.
- (a) Business-to-business (B2B)
  - (b) Business-to-consumer (B2C)
  - (c) Business-to-retailer (B2R)
  - (d) Business-to-Wholesaler (B2W)

**Part B**

(7 × 6 = 42)

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

34. (a) Write a short note on Information and Communication Technology.

Or

- (b) Write short note on internet.

35. (a) Write short note on optical fibre.

Or

- (b) Write short note on Websites

36. (a) Explain about m-commerce.

Or

- (b) Discuss about web page development.

37. (a) Write about online editions of newspaper.

Or

- (b) Elaborate on e-publishing.

38. (a) Discuss about Social networking.

Or

(b) Explain about Right to Information act.

39. (a) Write notes on Reading between the lines.

Or

(b) Write about the importance of learning.

40. (a) Discuss on the steps in conducting an interview.

Or

(b) Write a brief note of Creative Writing.

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**205943**

**M.A. DEGREE EXAMINATION, MAY 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)

Multiple choice questions.

1. \_\_\_\_\_ are the communication that takes place between the management level of the organization and its internal and external audiences.
  - (a) Marketing communications
  - (b) Corporate communication
  - (c) Organizational communications
  - (d) Management communications
2. Corporate communication department report directly to a company's \_\_\_\_\_.
  - (a) Chief Executive Officer
  - (b) Managing Director
  - (c) Board Members
  - (d) HR Manager
3. \_\_\_\_\_ are master motivators of other people and catalysts for improvement around them.
  - (a) Exemplars
  - (b) Networkers
  - (c) Pride builders
  - (d) Early adopters



4. \_\_\_\_\_ oriented cultures are structured and controlled, with a focus on efficiency, stability and doing things right.
- (a) Clan                      (b) Hierarchy  
(c) Adhocracy              (d) Market
5. \_\_\_\_\_ is a representation of how a corporation views itself and how it wishes to portray itself to the public which includes customers, employees, investors and collaborators.
- (a) Corporate Identity  
(b) Corporate Image  
(c) Both (a) and (b)  
(d) None of the above
6. The \_\_\_\_\_ is the person who plans and executes the event, taking responsibility for the creative, technical, and logistical elements.
- (a) Corporate manager  
(b) Finance manager  
(c) Risk manager  
(d) Event manager
7. \_\_\_\_\_ means anything that's culturally used to represent something else.
- (a) Iconic                      (b) Indexical  
(c) Symbolic                  (d) None of the above
8. Which of the following is a step to create a corporate image?
- (a) Mission Statement  
(b) Training  
(c) Thinking  
(d) Promotion

9. According to \_\_\_\_\_ Counselling is essentially a process in which the counsellor assist the counselee to make interpretations of facts relating to a choice, plan or adjustment which he needs to make.
- (a) Carl Rogers            (b) Glenn F Smith  
(c) Shertzer                (d) Wren
10. \_\_\_\_\_ aims at reducing the stress levels of employees and help them choose a better lifestyle by making healthier choices.
- (a) Corporate counselling  
(b) Employee counselling  
(c) Industrial counselling  
(d) Personal counselling
11. \_\_\_\_\_ is the strategic use of logic, claims, and evidence to convince an audience of a certain point.
- (a) Ethical appeal        (b) Emotional appeal  
(c) Spiritual appeal      (d) Logical appeal
12. Corrective comments about future performance is called \_\_\_\_\_.
- (a) Negative feedback  
(b) Positive feedback  
(c) Negative feed forward  
(d) Positive feed forward
13. During the \_\_\_\_\_, the product is established and the aim for the manufacturer is now to maintain the market share they have built up.
- (a) Introduction Stage  
(b) Growth Stage  
(c) Maturity Stage  
(d) Decline Stage

14. Companies that seek a \_\_\_\_\_ are looking for help defining a profitable business model.
- (a) Business Strategy
  - (b) Marketing strategy
  - (c) Communications Strategy
  - (d) Strategic Planning
15. What are the 4Ps of Roger Communications Marketing Mix?
- (a) Product, Price, Place, Proximity
  - (b) Product, Price, Place, Promotion
  - (c) Product, Price, Place, Persuasion
  - (d) Product, Price, Place, Principle
16. The success of \_\_\_\_\_ plan is to integrate all the organizations programs, public education and advocacy efforts.
- (a) Visual communication
  - (b) Verbal communication
  - (c) Non-verbal communication
  - (d) Strategic communication
17. A / An \_\_\_\_\_ is any person or other entity (such as a firm or mutual fund) who commits capital with the expectation of receiving financial returns.
- (a) Financier
  - (b) Stake holder
  - (c) Investor
  - (d) Board member
18. \_\_\_\_\_ is the process of interaction and integration among the people, companies and government of different nations.
- (a) Globalisation
  - (b) Liberalization
  - (c) Optimization
  - (d) None of the above

19. \_\_\_\_\_ a pioneer in crisis management, defines organizational crises as categorized as either acute crises or chronic crises.
- (a) Erika Hayes James
  - (b) Alan Hilburg
  - (c) Dow Corning
  - (d) None of the above
20. \_\_\_\_\_ are circumstances that occur without warning and beyond an institution's control.
- (a) Confrontation crisis
  - (b) Technological crisis
  - (c) Smoldering crises
  - (d) Sudden crises
21. \_\_\_\_\_ is collaborative sharing of Web content organized around one or more particular themes or topics.
- (a) Social curation      (b) Social media
  - (c) Search engine      (d) Infographics
22. Expand SMO.
- (a) Social Media Operation
  - (b) Social Media Organization
  - (c) Social Media Optimization
  - (d) Social Media Orientation
23. \_\_\_\_\_ is to create a channel through which the management encourages employees to submit innovative ideas in various areas of activity.
- (a) Employee Blog      (b) Idea Box
  - (c) Bulletin Board      (d) Club

24. \_\_\_\_\_ is often defined as the sharing of information and ideas between the management of an organization and employees and vice versa.
- (a) Media communication
  - (b) Internal communication
  - (c) Social communication
  - (d) Employee communication
25. \_\_\_\_\_ is the process of information flowing from the lower levels of a hierarchy to the upper levels.
- (a) Formal Communication
  - (b) Informal Communication
  - (c) Upward Communication
  - (d) Horizontal Communication
26. Which of the following is not a method of business communication?
- (a) Presentations
  - (b) Telephone meetings
  - (c) Web-based communication
  - (d) Oral communication
27. Which of the following airlines failed due to crisis?
- (a) Kingfisher Airlines
  - (b) Air Deccan
  - (c) Sahara Airlines
  - (d) All of the above
28. Jet Airways shut down its operations in \_\_\_\_\_.
- (a) March, 2019
  - (b) April, 2019
  - (c) March, 2018
  - (d) April, 2018

29. \_\_\_\_\_ combines finance, communication, and marketing to effectively control the flow of information between a public company, its investors, and its stakeholders.
- (a) Investor Relations
  - (b) Government Relations
  - (c) Public Relations
  - (d) None of the above
30. Customer satisfaction is the main motive of the employees in a \_\_\_\_\_.
- (a) Pragmatic Culture
  - (b) Normative Culture
  - (c) Academy Culture
  - (d) Club Culture
31. \_\_\_\_\_ are designed for partners, customers, dealers, and distributors.
- (a) Trade events      (b) Exhibitions
  - (c) Showcases      (d) All of the above
32. Expand MICE.
- (a) Making, Incentives, Convention and Events
  - (b) Meetings, Incentives, Convention and Events
  - (c) Making, Incentives, Corporate and Events
  - (d) Meetings, Incentives, Corporate and Events
33. Diffusion of innovation 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) Write a note on Tools of Corporate Communication.  
Or  
(b) Mention the role of organisational culture.
35. (a) Discuss about the skills needed for an event manager.  
Or  
(b) Discuss the theory of corporate image.
36. (a) Explain the steps involved in crisis management planning.  
Or  
(b) Discuss about the importance and types of feedback.
37. (a) Elaborate on strategic planning and campaign management.  
Or  
(b) Explain the major components of communication Strategy.
38. (a) Write a note on Globalization.  
Or  
(b) Discuss the various types of crisis.
39. (a) Briefly explain the business applications of social media.  
Or  
(b) Discuss about the various popular communication channels of employee communication.
40. (a) Write the importance of business communication.  
Or  
(b) Why is corporate communication often criticized, especially in crises times? Discuss.