

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2024
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 X 1 = 33)

Answer **all** the questions.

1. According to the Westley and MacLean model, what role does the 'gatekeeper' play in the communication process?

(a)Initiates the communication	(b)Receives the communication
(c)Filters and controls the flow of information	(d)Provides feedback to the sender
2. The Helical model of communication, proposed by Frank Dance, represents communication as:

(a)A linear process	(b)A cyclical process
(c)A complex spiral process	(d)A feedback loop
3. Which communication model emphasizes the importance of the context in which communication occurs?

(a)Shannon-Weaver model	(b)Berlo's SMCR model
(c)Transactional model	(d)Interactive model
4. In the interactive model of communication, what is the primary difference compared to the linear model?

(a)It introduces the concept of noise	(b)It includes feedback from the receiver
(c)It focuses solely on the sender	(d)It eliminates the channel component
5. The "cultural model of communication" focuses on:

(a)The transmission of messages	(b)The roles of media and technology in communication
(c)The creation and reinforcement of shared meanings and cultural values	(d)The psychological aspects of communication

6. What is the primary purpose of communication?
- (a) To entertain (b) To inform
(c) To exchange ideas and create understanding (d) To control others
7. Which of the following is an example of non-verbal communication?
- (a) Writing an email (b) Giving a thumbs-up
(c) Speaking on the phone (d) Sending a text message
8. Which term describes the barriers that can disrupt communication?
- (a) Channels (b) Feedback
(c) Noise (d) Context
9. In interpersonal communication, which of the following best describes the feedback
- (a) The initial message sent by the sender (b) The medium through which the message is sent
(c) The response from the receiver back to the sender (d) The intended meaning of the message
10. What is 'context' in the communication process?
- (a) The physical and psychological environment in which communication occurs (b) The medium used to transmit the message
(c) The noise that interferes with the message (d) The language used in the message

11. Which theory of the press advocates for media to act as a watchdog over government and other institutions?
- (a)Authoritarian theory (b)Libertarian theory
(c)Soviet Communist theory (d)Social responsibility theory
12. According to the authoritarian theory of the press, who should control the media?
- (a)The public (b)Private owners
(c)The government or ruling class (d)Independent regulatory bodies
13. Which theory of the press emphasizes the media's role in serving the needs and interests of the working class and promoting socialist ideologies?
- (a)Libertarian theory (b)Social responsibility theory
(c)Soviet Communist theory (d)Developmental theory
14. What is the main focus of the social responsibility theory of the press
- (a)Ensuring media serves public good and operates with high ethical standards (b)Maximizing profits for media owners
(c)Supporting government propaganda (d)Limiting media to avoid public dissent
15. Which theory of the press is most closely associated with the idea of a free marketplace of ideas?
- (a)Authoritarian theory (b)Libertarian theory
(c)Soviet Communist theory (d)Developmental theory

16. Who was the chairman of the Second Press Commission?

- | | |
|---------------------------------|-------------------------|
| (a)Justice P. B. Gajendragadkar | (b)Justice K. K. Mathew |
| (c)Justice R. S. Sarkaria | (d)P.C Goswami |

17. Which significant recommendation was made by the Second Press Commission ?

- | | |
|---|--|
| (a)Deregulation of press | (b)Establishment of a Media Council |
| (c)Introduction of a code of ethics for journalists | (d)Complete control of press by the government |

18. One of the key focuses of the Second Press Commission was:

- | | |
|---|--|
| (a)Controlling foreign media influence | (b)Strengthening the financial independence of the press |
| (c)Regulating the content of newspapers | (d)Promoting digital journalism |

19. The Second Press Commission recommended changes to which existing body?

- | | |
|-------------------------|---------------------------|
| (a)All India Radio | (b)Prasar Bharati |
| (c)Press Trust of India | (d)Press Council of India |

20. Which aspect of the press did the Second Press Commission emphasize improving?

- | | |
|--------------------------|--------------------------|
| (a)Advertisement content | (b)Editorial freedom |
| (c)Ownership patterns | (d)Distribution networks |

21. Who chaired the Varghese Committee?
(a)Justice K. K. Mathew (b)Dr. B. G. Varghese
(c)Justice R. S. Sarkaria (d)Dr. P. C. Joshi
22. One of the key recommendations of the Varghese Committee was:
(a)Privatization of news agencies (b)Establishment of community radio stations
(c)Introduction of a national news channel (d)Regulation of digital media platforms
23. When was the Varghese Committee report published?
(a)1975 (b)1978
(c)1982 (d)1985
24. The Joshi Committee is best known for its work on:
(a)Financial sector reforms (b)Public sector undertakings
(c)Educational restructuring (d)Telecommunications policy
25. Who was the chairman of the Joshi Committee?
(a)Dr. B. G. Varghese (b)Shri S. S. Chanda
(c)Dr. P. C. Joshi (d)Justice J. L. Kapur

26. One of the major outcomes of the Joshi Committee was:

- | | |
|--|--|
| (a)Introduction of the National Education Policy | (b)Establishment of new IITs |
| (c)Implementation of mid-day meal schemes | (d)Development of vocational training programs |

27. In which year was the Joshi Committee report submitted?

- | | |
|---------|---------|
| (a)1964 | (b)1972 |
| (c)1986 | (d)1992 |

28. What does DTH stand for in the context of television broadcasting?

- | | |
|--------------------|---------------------|
| (a)Direct-to-House | (b)Direct-to-Home |
| (c)Digital-to-Home | (d)Digital-to-House |

29. Which was the first DTH service provider in India?

- | | |
|----------------------|---------------|
| (a)Dish TV | (b)Tata Sky |
| (c)Airtel Digital TV | (d)Sun Direct |

30. What is a major advantage of DTH over cable TV?

- | | |
|-------------------------------------|--|
| (a)Lower subscription costs | (b)More reliable signal in bad weather |
| (c)Better picture and sound quality | (d)Easier installation process |

31. Which regulatory body oversees DTH services in India?

- | | |
|---|---|
| (a)TRAI (Telecom Regulatory Authority of India) | (b)BARC (Broadcast Audience Research Council) |
| (c)FICCI (Federation of Indian Chambers of Commerce & Industry) | (d)NABARD (National Bank for Agriculture and Rural Development) |

32. Which entity appoints the Press Registrar of India?

- | | |
|---|-----------------------------|
| (a)President of India | (b)Ministry of Home Affairs |
| (c)Ministry of Information and Broadcasting | (d)Supreme Court of India |

33. When was the Press Council of India established

- | | |
|---------|---------|
| (a)1947 | (b)1956 |
| (c)1966 | (d)1978 |

PART - B

(7 X 6 = 42)

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

34. (a) Enlist the various types of Communication Barriers.

[OR]

(b) Explain the features of various Communication Groups.

35. (a) Illustrate Harold Laswell's model of communication.

[OR]

(b) Describe Berlo's SMCR model of Communication.

36. (a) Examine the role of New media in the modern society.

[OR]

(b) Intricate the significance of Feedback in Two way communication.

37. (a) Intricate the impact of Podcasts among youngsters.

[OR]

(b) Write a brief note on Prasar Baharati Bill.

38. (a) Exemplify the recommendations of the first press commission of India.

[OR]

(b) Enlist the role and responsibilities of a People's Editor.

39. (a) Briefly enumerate the Code of Ethics formulated by the Press Council of India.

[OR]

(b) Elucidate the role and functions of DAVP.

40. (a) Intricate the significance of news agencies in India.

[OR]

(b) Explain the impact of mass society on mass culture.

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COURSE CODE

205912

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2024
First Year - First Semester
JOURNALISM AND MASS COMMUNICATION
EVOLUTION OF MEDIA
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Who is credited with inventing the printing press?

(a) Johannes Gutenberg

(b) Leonardo da Vinci

(c) Isaac Newton

(d) Thomas Edison

2. What was the first major book printed using the Gutenberg press?

(a) The Bible

(b) The Iliad

(c) The Koran

(d) The Canterbury Tales

3. The "Penny Press" refers to newspapers that were sold for what price?

(a) One cent

(b) Five cents

(c) Ten cents

(d) Twenty-five cents

4. Which was the first newspaper published in India?

(a) The Times of India

(b) The Hindu

(c) Bengal Gazette

(d) Amrit Bazar Patrika

5. In which year was the first newspaper in India published?

(a) 1776

(b) 1780

(c) 1801

(d) 1857

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6. Which language was the first Indian newspaper published in?
- (a)Hindi (b)Bengali
(c)English (d)Urdu
7. The first vernacular newspaper in India, 'Samachar Darpan', was published in which language?
- (a)Marathi (b)Bengali
(c)Tamil (d)Hindi
8. Which Indian freedom fighter used the newspaper 'Kesari' as a tool for political activism?
- (a)Mahatma Gandhi (b)Jawaharlal Nehru
(c)Bal Gangadhar Tilak (d)Subhas Chandra Bose
9. The newspaper 'The Hindu' was first published in which year?
- (a)1878 (b)1885
(c)1890 (d)1901
10. Who founded the newspaper 'The Hindu'?
- (a)G. Subramania Iyer (b)Mahatma Gandhi
(c)Annie Besant (d)Lala Lajpat Rai

11. When was the first radio broadcast in India?

- | | |
|---------|---------|
| (a)1920 | (b)1923 |
| (c)1930 | (d)1936 |

12. which of the following is an educational radio service launched by IGNOU in collaboration with AIR?

- | | |
|-------------------|--------------|
| (a)Gyan Vani | (b)Yuva Vani |
| (c)Vividh Bharati | (d)FM Gold |

13. When did television broadcasting start in India?

- | | |
|---------|---------|
| (a)1947 | (b)1959 |
| (c)1965 | (d)1982 |

14. Which organization gifted the initial equipment for India's experimental television broadcast?

- | | |
|-------------------|--|
| (a)United Nations | (b)World Health Organization |
| (c)UNESCO | (d)International Telecommunication Union |

15. When did Doordarshan become an independent entity separate from All India Radio?

- | | |
|---------|---------|
| (a)1965 | (b)1972 |
| (c)1976 | (d)1982 |

16. In which year did India conduct its first color television broadcast?
- (a)1975 (b)1980
(c)1982 (d)1984
17. Which year marked the launch of Direct-to-Home (DTH) services in India?
- (a)2000 (b)2003
(c)2006 (d)2009
18. What was the first Indian feature film?
- (a)Raja Harishchandra (b)Alam Ara
(c)Devdas (d)Mughal-e-Azam
19. Who is considered the father of Indian cinema?
- (a)Raj Kapoor (b)Satyajit Ray
(c)Dadasaheb Phalke (d)Guru Dutt
20. In which year was the first Indian talkie film, Alam Ara, released?
- (a)1913 (b)1921
(c)1931 (d)1941

21. Which film is known as India's first color film?
(a)Mother India (b)Kisan Kanya
(c)Mughal-e-Azam (d)Jhansi Ki Rani
22. Which Indian film won the first Academy Award for Best Foreign Language Film?
(a)Mother India (b)Salaam Bombay
(c)Lagaan (d)None
23. Who is often credited with creating the first narrative film, "The Great Train Robbery," in 1903?
(a)Georges Méliès (b)Lumière brothers
(c)Edwin S. Porter (d)D.W. Griffith
24. Which film is often considered the first feature-length motion picture?
(a)The Birth of a Nation (1915) (b)Battleship Potemkin (1925)
(c)Intolerance (1916) (d)Nanook of the North (1922)
25. Which Italian filmmaker is considered a pioneer of neorealism with films like "Bicycle Thieves" (1948)?
(a)Federico Fellini (b)Roberto Rossellini
(c)Vittorio De Sica (d)Luchino Visconti

26. Which of the following is considered a traditional media platform?
- (a) Social Media
 - (b) Television
 - (c) Blog
 - (d) Podcast
27. Which medium is known as the 'Fourth Estate' in traditional media?
- (a) Radio
 - (b) Television
 - (c) Newspaper
 - (d) Internet
28. Which of the following is a characteristic of traditional media?
- (a) Interactive content
 - (b) User-generated content
 - (c) One-way communication
 - (d) Real-time updates
29. What is the primary revenue model for traditional television broadcasters?
- (a) Subscription fees
 - (b) Advertising
 - (c) Donations
 - (d) Crowd funding
30. Which of the following is NOT an example of traditional media?
- (a) Magazine
 - (b) Billboard
 - (c) Newspaper
 - (d) Blog

31. Which year is commonly associated with the launch of the World Wide Web (WWW) to the public?
(a)1985 (b)1991
(c)1995 (d)2000
32. In which year was Facebook launched?
(a)2002 (b)2004
(c)2006 (d)2008
33. Which company introduced the first commercially successful web browser, Netscape Navigator?
(a)Microsoft (b)Google
(c)Mozilla (d)Netscape Communications Corporation

PART - B

(7 X 6 = 42)

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

34. (a) Intricate the contributions of the Gandhi to the Indian journalism.
[OR]
(b) Elucidate the changes brought out by Rammohan Roy in Indian Journalism.
35. (a) Enlist the measures of British Government to control the vernacular press in India.
[OR]
(b) Illustrate the History of All India Radio.
36. (a) Exemplify the origin and development of Television Broadcasting in India.
[OR]
(b) Elucidate the impact of Live Coverage in television broadcasting.
37. (a) Explain the difference between radio and TV programme production.
[OR]
(b) Explain the various stages in Television Production.
38. (a) Intricate the uniqueness of New Wave Films.
[OR]
(b) Write a detailed note on the contributions of Sathyajit Ray to Indian cinema.
39. (a) Explain the history of Internet communication.
[OR]
(b) Describe the future of E-Publishing.
40. (a) Write a brief note on any two traditional art forms of Tamil Nadu.
[OR]
(b) Give an elaborate note on the Architecture of Tamil Nadu.

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2024
First Year - First Semester
JOURNALISM AND MASS COMMUNICATION
PHOTOGRAPHY
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. The term "photography" was first used by _____, in 1839, the year the photographic process became public.
(a) Sir John Herschel (b) Tim Donald
(c) Fox Talbot (d) Thomas Alwa Edison
2. Kodak Camera was invented by.....
(a) George Eastman (b) Edison
(c) George John (d) Lumier Brothers
3. A Digital Image is made up of thousands of
(a) Pixels (b) bitmap
(c) Resolution (d) Vector Images
4. What is the primary function of the aperture in a camera?
(a) To focus the image (b) To adjust the color balance
(c) To control the light entering the camera (d) to zoom in on the subject
5. Rule of Third means
(a) Camera handling rule (b) composition rule
(c) Rules of lighting (d) none of the above

6. What is a prime lens?
- (a)A lens with a fixed focal length (b)A lens with zoom capabilities
(c)A lens that adjusts automatically to light conditions (d)A lens designed for macro photography
7. Which camera setting affects motion blur?
- (a)Aperture (b)ISO
(c)shutter speed (d)white balance
8. ISO stands for
- (a)International organization for standardization (b)Indian optical standards
(c)Internal office system (d)information of standards
9. Back lighting
- (a)Light from the foreground (b)Light behind camera
(c)Light behind the object (d)None of these
10. In Photoshop, _____ tool is used to darken pixel in an image.
- (a)Patch (b)Blur
(c)Burn (d)Dodge

11. Long distance photography is facilitated by _____
- (a)Visible light
 - (b)X-Rays
 - (c)Infra-Red Rays
 - (d)Ultra Violet Rays
12. SLR stands for
- (a)Single lens reflex
 - (b)Semi lens reflector
 - (c)System linear remote
 - (d)Specification of lens range
13. Which term refers to the sensitivity of a camera's sensor to light?
- (a)Shutter speed
 - (b)ISO
 - (c)Aperture
 - (d)White Balance
14. What does "DSLR" stand for?
- (a)Digital single-lens reflex
 - (b)Dual spectrum lens recorder
 - (c)Dynamic shutter light reduction
 - (d)Digital synchronized light range
15. What is the purpose of a polarizing filter in photography?
- (a)To increase the image brightness
 - (b)To reduce reflections and glare
 - (c)To create a soft focus effect
 - (d)To convert the image to black and white

16. A telephoto lens is best used for:
- (a) Capturing wide landscapes
 - (b) Shooting close-ups of distant subjects
 - (c) Taking macro shots
 - (d) Photographing interiors
17. A wide aperture (small f-number) results in:
- (a) Greater depth of field
 - (b) Less light entering the camera
 - (c) Blurred background (shallow depth of field)
 - (d) Darker image
18. What was the primary material used for creating images in the Daguerreotype process?
- (a) Paper
 - (b) Glass
 - (c) Silver-plated copper
 - (d) Celluloid
19. Which invention in 1888 revolutionized photography by making it accessible to the general public?
- (a) The Leica camera
 - (b) The Polaroid camera
 - (c) The Kodak camera
 - (d) The Brownie camera
20. Who is known for pioneering color photography through the autochrome process in the early 20th century?
- (a) James Clerk Maxwell
 - (b) Eadweard Muybridge
 - (c) The Lumière brothers
 - (d) Edwin Land

21. Which war was extensively documented using photography, leading to its significant historical record?
- (a)World War I
 - (b)The American Civil War
 - (c)The Crimean War
 - (d)The Spanish-American War
22. Which lighting technique uses a secondary light source to fill in shadows created by the key light?
- (a)Rembrandt lighting
 - (b)Fill lighting
 - (c)Split lighting
 - (d)Butterfly lighting
23. What type of lighting setup uses three lights (key light, fill light, and back light) to fully illuminate a subject?
- (a)Flat lighting
 - (b)Split lighting
 - (c)Three-point lighting
 - (d)Loop lighting
24. What is a bird's-eye view?
- (a)A shot from ground level looking up
 - (b)A shot taken from above, looking down on the subject
 - (c)A shot taken at the same height as the subject
 - (d)A shot taken from below, looking up
25. Which angle is used to make a subject appear more powerful and dominant?
- (a)High angle
 - (b)Eye-level
 - (c)Low angle
 - (d)Dutch angle

26. Which award is often considered the most prestigious in photojournalism?
- (a) World press photo award
 - (b) Pulitzer prize for photography
 - (c) Sony world photography award
 - (d) National Geographic Photography Award
27. Which photojournalist is famous for the iconic image "Raising the Flag on Iwo Jima"?
- (a) Robert Capa
 - (b) Dorothea Lange
 - (c) Joe Rosenthal
 - (d) Henri Cartier-Bresson
28. The "World Press Photo of the Year" is awarded by which organization?
- (a) Magnum photos
 - (b) Associated press
 - (c) World press photo foundation
 - (d) Reuters
29. What is the primary focus of photojournalism?
- (a) Artistic expression
 - (b) Documentation of events and news
 - (c) Advertising and marketing
 - (d) Portrait photography
30. Which of the following photojournalists won the Pulitzer Prize for their coverage of the Vietnam War?
- (a) Eddie Adams
 - (b) Steve McCurry
 - (c) Ansel Adams
 - (d) Diane Arbus

31. Which Indian photographer is known for documenting the life of common people and political events during India's independence movement?
- (a) Raghu Rai (b) Sunil Janah
(c) Ansel Adams (d) Annie Leibovitz
32. What is a pan shot?
- (a) Moving the camera up and down (b) Moving the camera side to side
(c) Rotating the camera horizontally from a fixed position (d) Moving the camera closer to or further away from the subject
33. Which angle often makes the viewer feel as though they are part of the action?
- (a) High angle (b) Over-the-shoulder
(c) Low angle (d) Eye-level

PART - B

(7 X 6 = 42)

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

34. (a) Elucidate the advantages of digital photography.
[OR]
(b) Enlist various elements of Photography .
35. (a) Explain the salient features DSLR Camera.
[OR]
(b) Discuss the relevance of Photography as a communication tool.
36. (a) Define the importance of Depth of field.
[OR]
(b) Define the significance of rule of third in photography.
37. (a) What are the contributions of George Eastman to Photography?
[OR]
(b) Comment on Camera Obscura.
38. (a) Trace the history and development of Photography.
[OR]
(b) Explain different types of camera movements.
39. (a) Explain the key components of Photo journalism.
[OR]
(b) Discuss the features of Photo lighting techniques.
40. (a) Differentiate News photography from feature photography.
[OR]
(b) What are the various kinds of Photography?

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ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2024
First Year - First Semester
JOURNALISM AND MASS COMMUNICATION
REPORTING AND EDITING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Who is considered the "father of journalism"?
(a) Joseph Pulitzer (b) Walter Lippmann
(c) William Randolph Hearst (d) Benjamin Franklin
2. Which term refers to the regular publication of news, feature articles, and advertisements?
(a) Broadcast (b) Journalism
(c) Magazine (d) Newspaper
3. What is the primary goal of investigative journalism?
(a) To entertain the audience (b) To uncover and report the truth
(c) To promote products and services (d) To create sensational headlines
4. Which principle is central to ethical journalism?
(a) Profit maximization (b) Sensationalism
(c) Objectivity and fairness (d) Persuasion
5. What is a "conflict of interest" in journalism?
(a) A disagreement between journalists (b) A situation where personal interests could influence professional reporting
(c) A legal dispute involving a news outlet (d) A competition between news companies

6. Which of the following is a key ethical concern for journalists?
- (a)Speed of reporting
 - (b)Accuracy and verification of information
 - (c)Amount of advertising revenue
 - (d)Popularity of the journalist
7. Which type of news focuses on events, announcements, and changes in government and policies?
- (a)Sports News
 - (b)Political News
 - (c)Entertainment News
 - (d)Business News
8. What type of news covers significant events impacting the world at large, such as natural disasters or major political changes?
- (a)Local News
 - (b)International News
 - (c)Celebrity News
 - (d)Lifestyle News
9. Which type of news is characterized by its focus on human interest stories, personal experiences, and societal issues?
- (a)Hard News
 - (b)Soft News
 - (c)Breaking News
 - (d)Editorial News
10. What is the term for the beginning of a news article that summarizes the most important facts?
- (a)Byline
 - (b)Lead
 - (c)Headline
 - (d)Caption

11. What is investigative reporting?
- (a) Reporting that relies on public press releases
 - (b) Reporting that uncovers and exposes hidden issues, often involving in-depth research and analysis
 - (c) Reporting that focuses on local community events
 - (d) Reporting that features opinions and commentary
12. Which type of reporting focuses on providing updates about ongoing events?
- (a) Feature Reporting
 - (b) Beat Reporting
 - (c) Investigative Reporting
 - (d) Breaking News Reporting
13. What is feature reporting?
- (a) Reporting that covers breaking news stories
 - (b) Reporting that offers in-depth stories focusing on human interest, trends, and lifestyle
 - (c) Reporting that summarizes daily news
 - (d) Reporting that is purely data-driven
14. Who is typically at the top of the organizational structure in a newspaper?
- (a) Managing Editor
 - (b) Copy Editor
 - (c) Editor-in-Chief
 - (d) Staff Reporter
15. Which department is responsible for managing the financial aspects of a newspaper?
- (a) Editorial Department
 - (b) Circulation Department
 - (c) Advertising Department
 - (d) Business Department

16. What is the role of the circulation department in a newspaper organization?
- (a) To handle editorial content
 - (b) To manage subscription sales and distribution of the newspaper
 - (c) To oversee advertising sales
 - (d) To design the layout of the newspaper
17. Which software is commonly used for text editing in newspapers?
- (a) Photoshop
 - (b) Microsoft Word
 - (c) Final Cut Pro
 - (d) AutoCAD
18. What is the primary function of a content management system (CMS) in newspaper editing?
- (a) Designing graphics
 - (b) Managing and publishing digital content
 - (c) Financial accounting
 - (d) Printing newspapers
19. Which of the following tools is used for checking grammar and style in articles?
- (a) Canva
 - (b) Grammarly
 - (c) Salesforce
 - (d) Tableau
20. What does the technique of "fact-checking" involve?
- (a) Ensuring that an article is long enough
 - (b) Verifying the accuracy of all factual statements within an article
 - (c) Making the article more entertaining
 - (d) Changing the tone of the article

21. What is the purpose of a headline in a news article?
- (a) To provide the author's opinion
 - (b) To grab the reader's attention and summarize the main point of the article
 - (c) To include detailed background information
 - (d) To list the sources used in the article
22. What is the primary role of the editorial department in a newspaper?
- (a) To manage advertising sales
 - (b) To produce and curate all written content
 - (c) To handle subscription and distribution
 - (d) To design the newspaper layout
23. Who in the editorial department typically writes the main editorial that reflects the newspaper's stance on current issues?
- (a) Copy Editor
 - (b) Staff Writer
 - (c) Editorial Board
 - (d) News Reporter
24. Which editorial position is responsible for maintaining the consistency and quality of writing across the newspaper?
- (a) Photo Editor
 - (b) Sports Editor
 - (c) Copy Editor
 - (d) Layout Designer
25. What is the main responsibility of the editor-in-chief?
- (a) Writing all the headlines
 - (b) Overseeing the entire editorial process and making final decisions on content
 - (c) Designing the newspaper's layout
 - (d) Handling subscriptions and sales

26. Which member of the editorial team is typically in charge of reviewing submissions and deciding which articles get published?
- (a) Copy Editor (b) Section Editor
(c) Editor-in-Chief (d) Managing Editor
27. Which quality is essential for a reporter to gather accurate and detailed information?
- (a) Creativity (b) Persistence
(c) Artistic ability (d) Introversion
28. Why is objectivity important for a reporter?
- (a) To entertain readers (b) To ensure fair and unbiased reporting
(c) To increase word count (d) To share personal opinions
29. What does it mean for a reporter to have good communication skills?
- (a) They can write long articles (b) They can effectively interview sources and clearly convey information
(c) They can design attractive layouts (d) They can manage social media accounts
30. Why is ethical integrity crucial for a reporter?
- (a) To build a good relationship with advertisers (b) To maintain trust and credibility with the audience
(c) To increase article length (d) To manage financial aspects of reporting

31. What quality allows a reporter to meet tight deadlines consistently?
 (a) Creativity (b) Punctuality
 (c) Time management skills (d) Physical fitness
32. Mobile journalism (MOJO) refers to:
 (a) Using mobile devices for reporting and disseminating news (b) Reporting news from moving vehicles
 (c) Printing news articles on mobile presses (d) Broadcasting news via mobile radio stations
33. Augmented Reality (AR) in journalism can be used to:
 (a) Replace reporters with virtual avatars (b) Create interactive news experiences for the audience
 (c) Automatically write news articles (d) Conduct virtual interviews with news sources

PART - B

(7 X 6 = 42)

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

34. (a) Explore the role of Journalism in Society.
 [OR]
 (b) Discuss the essential qualities of a Good Journalist.
35. (a) Explain the importance of news values.
 [OR]
 (b) Describe the different types of news.
36. (a) Describe the different types of News reporting with proper examples.
 [OR]
 (b) Delineate the contemporary trends in political reporting.
37. (a) Differentiate Investigative reporting from Interpretative reporting.
 [OR]
 (b) Elucidate the tools and techniques used in news reporting.
38. (a) Explain the new journalistic writing techniques.
 [OR]
 (b) Discuss the contemporary trends in print Journalism.
39. (a) Differentiate the editing process for newspaper and magazines.
 [OR]
 (b) Explain the role and functions of circulation department of a newspaper
40. (a) Describe the role and function of copy desk in newspaper.
 [OR]
 (b) Elucidate the functions of a sub editor.

N-1621

N-1626

COURSE CODE

205931

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2024.
Second Year - Third Semester
JOURNALISM
GRAPHIC COMMUNICATION
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What is the primary function of a good design?
(a) To impress clients
(b) To convey a message effectively
(c) To utilize advanced technology
(d) To create complex layouts
2. Which principle of design involves the visual weight distribution of elements?
(a) Rhythm
(b) Balance
(c) Contrast
(d) Alignment
3. The design process includes which of the following stages?
(a) Final production
(b) Audience analysis
(c) Market research
(d) All of the above
4. Which term describes the arrangement of visual elements in a layout?
(a) Composition
(b) Typography
(c) Contrast
(d) Grid
5. Which of the following is considered a basic component of design?
(a) Video
(b) Graphics
(c) Textures
(d) Sounds

N-1626

6. Typography primarily refers to:
- (a)The use of images
 - (b)The selection of colors
 - (c)The style and arrangement of text
 - (d)The alignment of visual elements
7. Ethical issues in photography often relate to:
- (a)Technical skills
 - (b)Copyright laws
 - (c)Representation and consent
 - (d)Equipment used
8. Color psychology in design is important because it helps to:
- (a)Enhance production efficiency
 - (b)Influence audience emotions and perceptions
 - (c)Determine the technical aspects of design
 - (d)Simplify the design process
9. Which color theory principle is used to create a harmonious color palette?
- (a)Complementary colors
 - (b)Primary colors
 - (c)Monochromatic scheme
 - (d)Analogous colors
10. The significance of color in design primarily revolves around:
- (a)Reducing costs
 - (b)Attracting attention
 - (c)Enhancing aesthetic appeal
 - (d)All of the above

11. What is the role of a master page in publication design?
- (a) To finalize content
 - (b) To provide a consistent layout across pages
 - (c) To edit images
 - (d) To organize advertisements
12. In the dummyming process, designers create:
- (a) Final versions of designs
 - (b) Rough layouts to visualize content placement
 - (c) Templates for publication
 - (d) Marketing strategies
13. The primary focus of the editorial page in a newspaper is to:
- (a) Provide advertisements
 - (b) Feature opinion pieces
 - (c) Report breaking news
 - (d) Present sports highlights
14. Which of the following is NOT typically included in a newspaper's architectural components?
- (a) Front page
 - (b) Editorial page
 - (c) Social media ads
 - (d) Inside page
15. Feature pages in magazines typically cover which of the following topics?
- (a) Weather updates
 - (b) Lifestyle and culture
 - (c) Classified ads
 - (d) Stock prices

16. The purpose of special sections in a magazine is to:
- (a) Fill space
 - (b) Highlight trending topics
 - (c) Showcase advertisements
 - (d) Provide consistent reporting
17. In public relations, newsletters are primarily used for:
- (a) Informing stakeholders
 - (b) Promoting advertisements
 - (c) Sales forecasting
 - (d) Market analysis
18. When designing a logo, what is the most critical aspect to consider?
- (a) Color choice
 - (b) Complexity
 - (c) Brand identity
 - (d) Size
19. Raster graphics are characterized by:
- (a) Resolution independence
 - (b) Use of vector paths
 - (c) Pixel-based images
 - (d) Mathematical formulas
20. Which file format is best suited for web images?
- (a) TIFF
 - (b) PDF
 - (c) JPEG
 - (d) EPS

21. The process of removing hidden lines in 3D graphics is known as:
- (a)Surface shading
 - (b)Wireframe modeling
 - (c)Hidden line removal
 - (d)Texture mapping
22. Which of the following is a direct input device?
- (a)Monitor
 - (b)Keyboard
 - (c)Printer
 - (d)Projector
23. What is the purpose of lighting in graphic design?
- (a)To enhance color vibrancy
 - (b)To create depth and dimension
 - (c)To increase file size
 - (d)To simplify graphics
24. Which principle of design refers to the use of contrasting elements to highlight differences?
- (a)Repetition
 - (b)Contrast
 - (c)Proximity
 - (d)Alignment
25. The process of transforming 2D images into 3D objects is known as:
- (a)3D modeling
 - (b)Rasterization
 - (c)Rendering
 - (d)Animation

26. Which software is commonly used for desktop publishing?
- (a) Adobe Photoshop
 - (b) QuarkXPress
 - (c) Microsoft Word
 - (d) AutoCAD
27. What is the main purpose of style sheets in publication design?
- (a) To organize images
 - (b) To ensure consistent formatting
 - (c) To create templates
 - (d) To manage content
28. The arrangement of images and text in a publication is called:
- (a) Layout
 - (b) Composition
 - (c) Design
 - (d) Format
29. In graphic design, the term "white space" refers to:
- (a) Areas without any design elements
 - (b) The use of white backgrounds only
 - (c) Margins and padding
 - (d) Color contrast
30. Which type of graphics is most effective for printing?
- (a) Raster graphics
 - (b) Vector graphics
 - (c) Bitmap graphics
 - (d) 3D graphics

31. The psychological impact of color can vary significantly based on:
(a)Cultural background (b)The designer's preference
(c)The size of the design (d)The type of publication
32. What is the primary advantage of using vector graphics?
(a)High resolution (b)File size
(c)Scalability without loss of quality (d)Simplicity
33. Which component of graphic design focuses on readability and legibility?
(a)Layout (b)Typography
(c)Color theory (d)Composition

PART - B

(7 X 6 = 42)

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

34. (a) Define good design and its purpose in communication.
[OR]
(b) Describe the stages of the design process.
35. (a) Explain the importance of color theory in graphic design.
[OR]
(b) What are the ethical considerations photographers should keep in mind?
36. (a) How does color psychology influence design choices?
[OR]
(b) What role do templates play in publication design?
37. (a) Identify the key components of a newspaper's layout.
[OR]
(b) Discuss the significance of lifestyle feature pages in magazines.
38. (a) What are the main characteristics of effective public relations materials?
[OR]
(b) Define raster graphics and explain their common uses.
39. (a) Describe the process of 3D transformation in graphics.
[OR]
(b) Explain the concept of hidden line removal in 3D design.
40. (a) What is the significance of input devices in graphic design?
[OR]
(b) Discuss the importance of white space in layout design.

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2024
Second Year - Third Semester
JOURNALISM AND MASS COMMUNICATION
COMMUNICATION RESEARCH METHODS
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What is the primary goal of research?

- (a) To create theories
- (c) To solve problems

- (b) To collect data
- (d) To review literature

2. The scientific approach in research primarily emphasizes:

- (a) Subjective analysis
- (c) Personal opinions

- (b) Rigorous methodology
- (d) Creative writing

3. Which of the following is a key function of communication research?

- (a) Entertainment
- (c) Informing policy decisions

- (b) Data collection
- (d) Creating advertisements

4. Applied research is designed to:

- (a) Test theories
- (c) Explore theoretical concepts

- (b) Solve practical problems
- (d) Review existing literature

5. A longitudinal study is primarily characterized by:

- (a) One-time observation
- (c) Analysis of historical data

- (b) Data collection at multiple time points
- (d) Examination of cross-sectional data

6. In a quasi-experimental design, the main limitation is:
- (a)Random assignment
 - (b)Control over variables
 - (c)Lack of manipulation
 - (d)Overly complex analysis
7. Which method involves gathering data through direct observation of behaviors?
- (a)Content analysis
 - (b)Survey method
 - (c)Observation method
 - (d)Clinical studies
8. Content analysis is best described as:
- (a)A quantitative method
 - (b)A qualitative method
 - (c)An experimental method
 - (d)A descriptive method
9. A focus group is primarily used to:
- (a)Collect quantitative data
 - (b)Understand group dynamics
 - (c)Perform observational studies
 - (d)Conduct large-scale surveys
10. Which tool is specifically designed to track media exposure?
- (a)Questionnaire
 - (b)People's meter
 - (c)Diary method
 - (d)Online polls

11. Which of the following is a common sampling error?

- (a) Random sampling
- (c) Stratified sampling

- (b) Non-response bias
- (d) Systematic sampling

12. Representativeness in sampling refers to:

- (a) Sample size
- (c) Sample similarity to the population

- (b) Sample diversity
- (d) Sample collection method

13. Data coding involves:

- (a) Analyzing qualitative data
- (c) Writing a report

- (b) Transforming raw data into a manageable format
- (d) Designing questionnaires

14. Non-statistical methods in research are primarily focused on:

- (a) Numerical data
- (c) Predictive analysis

- (b) Descriptive analysis
- (d) Inferential statistics

15. Parametric tests assume:

- (a) Normal distribution of data
- (c) No specific distribution

- (b) Non-normal distribution
- (d) Random sampling

16. The chi-square test is primarily used for:
- (a)Correlation analysis

(b)Comparing means

(c)Analyzing categorical data

(d)Predicting outcomes
17. Central tendency measures include:
- (a)Variance

(b)Mode

(c)Standard deviation

(d)Range
18. Reliability in research refers to:
- (a)Accuracy of data

(b)Consistency of measurements

(c)Validity of results

(d)Sample representativeness
19. Readership surveys are conducted to:
- (a)Analyze media content

(b)Measure audience demographics

(c)Evaluate advertising effectiveness

(d)Assess editorial quality
20. Ethical considerations in mass media research involve:
- (a)Enhancing media exposure

(b)Protecting participant confidentiality

(c)Increasing audiences reach

(d)Manipulating findings

21. A common limitation of convenience sampling is:

- | | |
|---------------|-----------------------|
| (a)High cost | (b)Low accuracy |
| (c)Complexity | (d)Rigorous selection |

22. Interviews as a data collection method are particularly useful for:

- | | |
|--------------------------|---------------------------|
| (a)Quantitative analysis | (b)In-depth understanding |
| (c)Large sample sizes | (d)Generalizing findings |

23. Measures of dispersion include:

- | | |
|-----------|---------|
| (a)Median | (b)Mode |
| (c)Range | (d)Mean |

24. The main purpose of using graphics in data presentation is to:

- | | |
|---------------------------------|--------------------------|
| (a)Add aesthetic value | (b)Simplify complex data |
| (c)Replace written explanations | (d)Increase data volume |

25. Data interpretation is essential because:

- | | |
|---------------------------------|------------------------------|
| (a)It increases data collection | (b)It explains data findings |
| (c)It complicates analysis | (d)It reduces report length |

26. Data processing involves:

- | | |
|--------------------------------------|--------------------|
| (a)Analyzing raw data | (b)Collecting data |
| (c)Discarding irrelevant information | (d)Presenting data |

27. A research proposal should primarily include:

- | | |
|----------------------|------------------------|
| (a)Literature review | (b)Research objectives |
| (c)Methodology | (d)All of the above |

28. The primary purpose of a dissertation is to:

- | | |
|-------------------------------|-------------------------|
| (a)Showcase research findings | (b)Earn academic credit |
| (c)Conduct literature reviews | (d)Propose new research |

29. The primary focus of ethical research practices is to:

- | | |
|-----------------------------|------------------------------|
| (a)Achieve accurate results | (b)Maintain confidentiality |
| (c)Increase sample size | (d)Expand the research scope |

30. When analyzing survey data, one must be cautious of:

- | | |
|-----------------------|---------------------|
| (a)Overgeneralization | (b)Data consistency |
| (c)Sample diversity | (d)Research funding |

31. In statistical analysis, the p-value indicates:

- | | |
|---------------------|--|
| (a) Sample size | (b) The probability of observing results |
| (c) The effect size | (d) Data variability |

32. Which of the following is a limitation of secondary data?

- | | |
|------------------------|-----------------------|
| (a) Cost-effectiveness | (b) Lack of relevance |
| (c) Easy accessibility | (d) Time-saving |

33. Descriptive statistics are primarily used to:

- | | |
|-------------------------|-------------------------|
| (a) Infer relationships | (b) Summarize data |
| (c) Predict outcomes | (d) Establish causality |

PART - B

(7 X 6 = 42)

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

34. (a) Define research and its significance in communication.

[OR]

(b) Explain the differences between basic and applied research.

35. (a) Discuss the importance of research design in communication research.

[OR]

(b) What are the main components of experimental research?

36. (a) Compare and contrast observational and survey methods in data collection.

[OR]

(b) Describe the role of focus groups in communication research.

37. (a) What are the advantages of using questionnaires for data collection?

[OR]

(b) Discuss the importance of sampling in research.

38. (a) Explain the concept of reliability and validity in research.

[OR]

(b) What are the ethical considerations in mass media research?

39. (a) Outline the steps involved in report writing for communication research.

[OR]

(b) Describe the basic statistical tools used in communication research.

40. (a) Discuss the use of graphics in data presentation.

[OR]

(b) Explain how to write an effective research proposal.

N-1628

COURSE CODE

205933

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2024.
Second Year - Third Semester
JOURNALISM AND MASS COMMUNICATION
MEDIA LAWS AND ETHICS
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Fundamental Rights are enshrined in which part of the Indian Constitution?

(a)Part I	(b)Part III
(c)Part IV	(d)Part V
2. Which Article of the Constitution guarantees the Freedom of Speech and Expression?

(a)Article 21	(b)Article 25
(c)Article 19(1)(a)	(d)Article 32
3. Directive Principles of State Policy are found in which part of the Indian Constitution?

(a)Part II	(b)Part III
(c)Part IV	(d)Part VI
4. Contempt of Court is defined under which law?

(a)Contempt of Court Act, 1971	(b)Indian Penal Code
(c)Press Council Act	(d)Criminal Procedure Code
5. Intellectual Property Rights include:

(a)Patent, Copyright, and Trademark	(b)Sedition, Libel, and Slander
(c)Public Property, Private Property, and Intellectual Property	(d)Press Laws, Censorship and Right to Information

N-1628

6. The Working Journalist Act was enacted in which year?
- (a)1955 (b)1962
(c)1958 (d)1970
7. The Press Council of India was set up to regulate:
- (a)Freedom of Expression (b)Freedom of the Press
(c)Conduct of Journalists (d)Media Ownership
8. The Official Secrets Act, 1923 deals with:
- (a)Defamation (b)State Security
(c)Press Freedom (d)Public Information Access
9. Which law grants Indian citizens the right to access information from public authorities?
- (a)Freedom of Information Act (b)Press Council Act
(c)Right to Information Act (d)Indian Penal Code
10. Defamation can be classified as:
- (a)A civil offense only (b)A criminal offense only
(c)Both civil and criminal offense (d)Neither civil nor criminal

11. Which section of the IPC deals with sedition?

(a)124A

(b)500

(c)377

(d)295A

12. Laws dealing with obscenity in India are based on:

(a)Article 19(1)(a)

(b)Article 21

(c)Section 292 of IPC

(d)Section 295A of IPC

13. The Cinematograph Act was passed in the year:

(a)1950

(b)1952

(c)1975

(d)1995

14. The Prasar Bharati Act was enacted in:

(a)1997

(b)1990

(c)2000

(d)1985

15. Cyber Laws in India are governed by:

(a)Information Technology Act, 2000

(b)Cybercrime Act, 1995

(c)Digital India Act, 2005

(d)Cyber Protection Act, 2001

16. Piracy in the media industry refers to:

- | | |
|----------------------------|-------------------------------|
| (a) Copyright infringement | (b) Unauthorized reproduction |
| (c) Public domain access | (d) Patent violation |

17. Journalistic conduct is primarily governed by which set of principles?

- | | |
|--|-----------------------|
| (a) Code of Ethics by Press Council of India | (b) Indian Penal Code |
| (c) Civil Procedure Code | (d) Cinematograph Act |

18. Which professional council oversees complaints about broadcasting content?

- | | |
|---------------------------------------|---|
| (a) Press Council of India | (b) Broadcasting Content Complaints Council |
| (c) Information Broadcasting Ministry | (d) Cybercrime Council |

19. Which law in India provides protection for women against domestic violence?

- | | |
|--|--------------------------------|
| (a) Protection of Women from Domestic Violence Act, 2005 | (b) Women Protection Act, 2003 |
| (c) Criminal Procedure Code | (d) Domestic Relations Act |

20. Yellow journalism is associated with:

- | | |
|------------------------------|-------------------------------------|
| (a) Objective news reporting | (b) Sensationalism and exaggeration |
| (c) Investigative journalism | (d) Environmental journalism |

21. Which international body governs intellectual property rights?

- | | |
|-----------|---------|
| (a)WTO | (b)WIPO |
| (c)UNESCO | (d)UNDP |

22. The IT Act of 2001 governs issues related to:

- | | |
|-------------------------|-----------------------------------|
| (a)Media piracy | (b)Internet usage and cybercrimes |
| (c)Copyright protection | (d)Censorship of films |

23. The 'Right to Know' is limited by concerns related to:

- | | |
|-----------------------|---------------------|
| (a)National security | (b)Public safety |
| (c)Government secrets | (d)All of the above |

24. Tabloid journalism is typically associated with:

- | | |
|-------------------------|--|
| (a)Fact-based reporting | (b)Sensationalism and entertainment news |
| (c)Financial news | (d)Political commentary |

25. The Indian Press Commission was set up to:

- | | |
|--|---------------------------------|
| (a)Protect freedom of speech | (b)Regulate newspaper ownership |
| (c)Ensure the ethical conduct of journalists | (d)Recommend press regulations |

26. Codes of ethics for television content are established by:

- | | |
|------------------------------------|--|
| (a) Press Council of India | (b) Advertising Standards Council of India |
| (c) Indian Broadcasting Foundation | (d) Ministry of Information and Broadcasting |

27. WIPO stands for:

- | | |
|---|--|
| (a) World Information Protection Organization | (b) World Intellectual Property Organization |
| (c) World International Public Organization | (d) World Internet Protection Organization |

28. A journalist's code of conduct typically involves:

- | | |
|--|--|
| (a) Maintaining objectivity and accuracy | (b) Adhering to government regulations |
| (c) Following corporate policies | (d) Supporting public opinion |

29. Sedition under the IPC is considered a crime against:

- | | |
|---------------|-----------------------|
| (a) The state | (b) Individuals |
| (c) Media | (d) Freedom of speech |

30. The Broadcasting Content Complaints Council was formed to:

- | | |
|---|---|
| (a) Regulate content on public broadcasting | (b) Address complaints against TV content |
| (c) Promote government censorship | (d) Formulate broadcasting guidelines |

31. Which Act deals with regulating films in India?

(a) Prasar Bharati Act

(b) Cinematograph Act

(c) IT Act

(d) Broadcasting Act

32. What is the primary role of the Press Council of India?

(a) Censorship of the media

(b) Protecting the freedom of the press

(c) Providing news to the public

(d) Creating content for media outlets

33. The Prasar Bharati Act governs:

(a) Private broadcasting companies

(b) Public service broadcasting

(c) Print media ownership

(d) Online news portals

PART - B

(7 X 6 = 42)

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

34. (a) Explain the significance of the Freedom of Speech and Expression in media.

[OR]

(b) What is the role of Directive Principles of State Policy in shaping media laws?

35. (a) Define Contempt of Court and its relevance to media reporting.

[OR]

(b) What are Intellectual Property Rights, and how do they affect the media industry?

36. (a) Discuss the importance of Parliamentary Privileges in media reporting.

[OR]

(b) Explain the relevance of the Working Journalist Act in safeguarding media professionals.

37. (a) What role does the Press Council of India play in maintaining ethical standards in journalism?

[OR]

(b) How does the Right to Information Act empower the public and the media?

38. (a) What are the civil and criminal implications of defamation in media law?

[OR]

(b) Discuss the laws dealing with obscenity and their impact on media content.

39. (a) What are the key provisions of the Cinematograph Act, 1952?

[OR]

(b) Why are cyber laws important in today's media environment?

40. (a) How does yellow journalism affect public trust in the media?

[OR]

(b) What are the key ethical concerns in investigative journalism?

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION DECEMBER 2024
Second Year - Second Semester
JOURNALISM AND MASS COMMUNICATION
DEVELOPMENT COMMUNICATION
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which of the following is a key dimension of sustainable development?
(a) Short-term profits (b) Environmental protection
(c) Rapid industrialization (d) Income inequality
2. In the Human Development Index (HDI), what factors are considered?
(a) Income, education, and life expectancy (b) GDP growth, employment, and literacy rate
(c) Political stability, health care, and industrialization (d) Infrastructure, innovation, and environmental sustainability
3. Which communication perspective emphasizes the importance of participatory and inclusive processes in development?
(a) Top-down communication (b) Development journalism
(c) Two-way communication (d) Authoritarian communication
4. Which factor is NOT typically considered a development challenge?
(a) Poverty (b) Gender inequality
(c) High education levels (d) Lack of infrastructure
5. According to the dominant paradigm, development is often measured by:
(a) GDP growth (b) Gender equality
(c) Access to education (d) All of the above

6. Critics argue that the evolutionary model may overlook the importance of:
- (a) Globalization
 - (b) Human agency and social movements
 - (c) Economic growth
 - (d) None of the above
7. The psychological variable model emphasizes the role of:
- (a) Collective action and community involvement
 - (b) Individual characteristics and motivations
 - (c) Government interventions
 - (d) Cultural values and norms
8. According to the psychological variable model, development is influenced by:
- (a) Cognitive abilities and personality traits
 - (b) Economic policies and institutions
 - (c) Political ideologies
 - (d) Social structures and inequalities
9. What is the Cultural Factors Model in the context of economic development?
- (a) A model that focuses on environmental factors
 - (b) A model that emphasizes the role of cultural values and economic development beliefs
 - (c) A model based on technological advancements
 - (d) A model concentrating on political factors
10. What is the term used to describe the stage in the Diffusion of Innovations model where an innovation is adopted by a large portion of the target population, and the adoption rate accelerates?
- (a) Introduction
 - (b) Early Adoption
 - (c) Critical Mass
 - (d) Laggard Phase

11. What is the primary goal of development communication?
- (a)Entertainment
 - (b)Social Change
 - (c)Profit Generation
 - (d)Political Manipulation
12. What is a common method for self-development?
- (a)Isolation from society
 - (b)Continuous learning and skill enhancement
 - (c)Dependence on external support
 - (d)Avoidance of challenges
13. Self-reliance is the ability of an individual or community to:
- (a)Depend solely on external aid
 - (b)Be independent and meet their own needs
 - (c)Rely on traditional practices only
 - (d)Ignore societal development
14. Popular participation in development projects involves:
- (a)Limited involvement of the community
 - (b)Active engagement and contribution of the community
 - (c)Exclusion of local opinions
 - (d)Relying on external experts only
15. How has new communication technologies impacted development communication?
- (a)They have limited access to information
 - (b)They have facilitated faster and broader information dissemination
 - (c)They have increased isolation
 - (d)They have reduced the need for community involvement

16. Which of the following is a disadvantage of relying solely on traditional media for development communication?
- (a)Limited reach
 - (b)High cost
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 - (d)Lack of cultural relevance
17. Development Support Communication involves:
- (a)Manipulating information for political gains
 - (b)Providing information to support development goals
 - (c)Suppressing community voices
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18. The Planning Commission in India was replaced by which institution?
- (a)NITI Aayog
 - (b)Reserve Bank of India
 - (c)Ministry of Finance
 - (d)Ministry of Planning
19. The First Five-Year Plan in India focused on which sector?
- (a)Agriculture
 - (b)Industry
 - (c)Education
 - (d)Healthcare
20. The Kheda Experiment is associated with:
- (a)Water Conservation
 - (b)Agricultural Development
 - (c)Satyagraha Movement
 - (d)Rural Telecommunication

21. PIB is an agency under the:
- (a)Ministry of Home Affairs
 - (b)Ministry of External Affairs
 - (c)Ministry of Information and Broadcasting
 - (d)Ministry of Finance
22. The Song and Drama Division is known for promoting:
- (a)Sports and Athletics
 - (b)Cultural Heritage
 - (c)Scientific Research
 - (d)Environmental Conservation
23. Which of the following is a key element of participatory communication in development?
- (a)One-way communication
 - (b)Top-down approach
 - (c)Community involvement
 - (d)Elitist decision-making
24. Which communication strategy focuses on creating awareness and educating the public about social issues?
- (a)Advocacy communication
 - (b)Entertainment-education
 - (c)Persuasive communication
 - (d)Propaganda
25. In development communication, what does the term "feedback loop" refer to?
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 - (c) Non-profit, non-governmental, and voluntary
 - (d) exclusively focused on business interests
27. The concept of "capacity building" in the context of NGOs refers to:
- (a) Increasing the size of the organization
 - (b) Enhancing the skills and resources of individuals and communities
 - (c) Reducing the influence of NGOs in development
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28. What is the primary objective of the Radio Rural Forum in India?
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29. In what ways can the Radio Rural Forum measure the success of its development communication programs?
- (a) Number of urban listeners
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 - (d) Social media followers and likes
30. What role does mass media play in political modernization?
- (a) Suppressing political discourse
 - (b) Limiting access to political information
 - (c) Facilitating political awareness and participation
 - (d) Encouraging authoritarian rule

31. In the context of mass media and modernization, what does the term "media convergence" refer to?
- (a)The exclusion of traditional media (b)The integration of various media forms into a single platform
- (c)The decline of mass media influence (d)The focus on local media only
32. How can mass media contribute to social modernization?
- (a)By reinforcing social hierarchies' (b)By discouraging social change
- (c)By promoting social awareness, equality, and change (d)By limiting access to information
33. How does mass media impact cultural modernization?
- (a)By promoting cultural isolation (b)By discouraging cultural exchange
- (c)By facilitating the exchange of cultural ideas and practices (d)By imposing a single cultural narrative

PART - B

(7 X 6 = 42)

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

34. (a) Explain the various approach of Development Communication.
[OR]
(b) Bring out the Key factors of Psychological variable model.
35. (a) Illustrate how communication processes can empower communities?
[OR]
(b) Evaluate the influence of New media in the development of communication.
36. (a) Elucidate the role of Mass Media in modernisation.
[OR]
(b) Enlist the advantages of intermediate technology.
37. (a) Examine the communication strategies employed in health promotion campaigns.
[OR]
(b) Delineate the key concepts of Gandhi Metha model.
38. (a) Intricate the role of community radio in social development.
[OR]
(b) Brief on the roles and responsibilities of a News agency in development communication.
39. (a) Discuss the strategies for promoting women's empowerment in various spheres
[OR]
(b) Deliberate the importance of inclusive communication in development projects.
40. (a) Discuss how development communication can be employed to address conflicts?
[OR]
(b) Explore how development communication can contribute to combat climate change?

N-1629

N-1630

COURSE CODE

205942

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2024
Second Year - Fourth Semester
JOURNALISM AND MASS COMMUNICATION
NEW MEDIA COMMUNICATION
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which of the following is a key dimension of sustainable development?

(a) Short-term profits	(b) Environmental protection
(c) Rapid industrialization	(d) Income inequality

2. In the Human Development Index (HDI), what factors are considered?

(a) Income, education, and life expectancy	(b) GDP growth, employment, and literacy rate
(c) Political stability, health care, and industrialization	(d) Infrastructure, innovation, and environmental sustainability

3. Which communication perspective emphasizes the importance of participatory and inclusive processes in development?

(a) Top-down communication	(b) Development journalism
(c) Two-way communication	(d) Authoritarian communication

4. Which factor is NOT typically considered a development challenge?

(a) Poverty	(b) Gender inequality
(c) High education levels	(d) Lack of infrastructure

5. According to the dominant paradigm, development is often measured by:

(a) GDP growth	(b) Gender equality
(c) Access to education	(d) All of the above

N-1630

6. Critics argue that the evolutionary model may overlook the importance of:
- (a) Globalization
 - (b) Human agency and social movements
 - (c) Economic growth
 - (d) None of the above
7. The psychological variable model emphasizes the role of:
- (a) Collective action and community involvement
 - (b) Individual characteristics and motivations
 - (c) Government interventions
 - (d) Cultural values and norms
8. According to the psychological variable model, development is influenced by:
- (a) Cognitive abilities and personality traits
 - (b) Economic policies and institutions
 - (c) Political ideologies
 - (d) Social structures and inequalities
9. What is the Cultural Factors Model in the context of economic development?
- (a) A model that focuses on environmental factors
 - (b) A model that emphasizes the role of cultural values and beliefs in economic development
 - (c) A model based on technological advancements
 - (d) A model concentrating on political factors
10. What is the term used to describe the stage in the Diffusion of Innovations model where an innovation is adopted by a large portion of the target population, and the adoption rate accelerates?
- (a) Introduction
 - (b) Early Adoption
 - (c) Critical Mass
 - (d) Laggard Phase

11. What is the primary goal of development communication?
- (a)Entertainment
 - (b)Social Change
 - (c)Profit Generation
 - (d)Political Manipulation
12. What is a common method for self-development?
- (a)Isolation from society
 - (b)Continuous learning and skill enhancement
 - (c)Dependence on external support
 - (d)Avoidance of challenges
13. Self-reliance is the ability of an individual or community to:
- (a)Depend solely on external aid
 - (b)Be independent and meet their own needs
 - (c)Rely on traditional practices only
 - (d)Ignore societal development
14. Popular participation in development projects involves:
- (a)Limited involvement of the community
 - (b)Active engagement and contribution of the community
 - (c)Exclusion of local opinions
 - (d)Relying on external experts only
15. How has new communication technologies impacted development communication?
- (a)They have limited access to information
 - (b)They have facilitated faster and broader information dissemination
 - (c)They have increased isolation
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23. Which of the following is a key element of participatory communication in development?

- | | |
|--------------------------|----------------------------|
| (a)One-way communication | (b)Top-down approach |
| (c)Community involvement | (d)Elitist decision-making |

24. Which communication strategy focuses on creating awareness and educating the public about social issues?

- | | |
|-----------------------------|----------------------------|
| (a)Advocacy communication | (b)Entertainment-education |
| (c)Persuasive communication | (d)Propaganda |

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- | | |
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PART - B

(7 X 6 = 42)

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

34. (a) Enlist various tools of Electronic Digital Exchange.
[OR]
(b) Delineate the ownership structure of Internet.
35. (a) Elucidate the pros and cons involved in optical fibre usage.
[OR]
(b) Discuss the various coding formats of Internet.
36. (a) Expound the advantages of Web - Search Directories.
[OR]
(b) Discuss the concept of digital literacy in the context of New Media.
37. (a) Examine the role of memes in online culture.
[OR]
(b) Evaluate the impact of mobile technology on New Media consumption.
38. (a) How does live streaming influence audience engagement and content creation?
[OR]
(b) Analyze the role of Artificial Intelligence (AI) in content recommendation algorithms.
39. (a) Explicate the concept of Cultural Alienation.
[OR]
(b) Discuss the influence of New Media on social movements.

40. (a) Intricate the challenges of managing online reputation in the age of New Media.

[OR]

(b) How does the regulation of internet access impact content distribution and user experience?

N-1630

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2024
Second Year - Fourth Semester
JOURNALISM AND MASS COMMUNICATION
CORPORATE COMMUNICATION
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which of the following is a key function of corporate communication?

(a)Product development	(b)Employee training
(c)Building and maintaining a positive corporate image	(d)Sales forecasting
2. In corporate communication, the term "downward communication" refers to:

(a)Communication between employees at the same level	(b)Communication from top management to lower levels
(c)Communication from lower levels to top management	(d)Communication with external stakeholders
3. Crisis communication is a part of:

(a)Marketing	(b)Human resources
(c)Public relations	(d)Financial management
4. Internal communication in an organization involves communication between:

(a)The organization and its customers	(b)Employees and external stakeholders
(c)Employees within the organization	(d)Competing organizations
5. The primary goal of external corporate communication is to:

(a)Facilitate teamwork among employees	(b)Build and maintain positive relationships with external stakeholders
(c)Improve employee morale	(d)Enhance internal processes

6. Which is not a common communication channel in corporate communication?
- (a) Social media
(b) Meetings and conferences
(c) Internal newsletters
(d) Personal diaries of employees
7. What is corporate culture?
- (a) The physical layout of office spaces
(b) The shared values and beliefs of an organization
(c) The number of employees in a company
(d) The profit margin of a company
8. Which of the following is an example of philanthropy?
- (a) Launching a new product
(b) Donating to a local charity
(c) Employee training programs
(d) Increasing shareholder dividends
9. Cross-cultural communication involves:
- (a) Communicating only within one's own cultural group
(b) Communicating across different cultural backgrounds
(c) Avoiding communication with people from different countries
(d) Using only one language in a global setting
10. Which of the following is a component of corporate identity?
- (a) Social media presence
(b) Customer reviews
(c) Mission statement
(d) Weather conditions

11. Which of the following is a factor that contributes to a company's image?
- (a)Employee turnover rate
 - (b)Advertising budget
 - (c)Product price alone
 - (d)Quality of customer service
12. What is the purpose of a keynote speaker at a conference?
- (a)To entertain the audience only
 - (b)To provide valuable insights and set the tone for the event
 - (c)To criticize competitors
 - (d)To sell products directly to attendees
13. During a crisis, which communication channel is often considered the fastest and most direct?
- (a)Social media
 - (b)Traditional media
 - (c)Internal memos
 - (d)Phone calls
14. ----- is a deliberate attempt of public relation practitioners to influence the public.
- (a)Publicity
 - (b)Propaganda
 - (c)Persuasion
 - (d)Meetings
15. The first rule of crisis management is-----
- (a)Communicate
 - (b)Support
 - (c)Deny
 - (d)Hide

16. Horizontal Communication take place between-----

- | | |
|-------------------------------|----------------------------|
| (a)Superior to subordinate | (b)Subordinate to Superior |
| (c)Employees with same status | (d)None of these |

17. Communication is the task of imparting-----

- | | |
|----------------|------------------|
| (a)Knowledge | (b)Entertainment |
| (c)Information | (d)Status |

18. What is the purpose of a crisis communication plan?

- | | |
|--|--|
| (a)To create panic among stakeholders | (b)To manage and mitigate the impact of a crisis |
| (c)To assign blame to specific individuals | (d)To ignore external communication |

19. Which of the following is NOT one of the 4Ps in communication strategy?

- | | |
|------------|--------------|
| (a)Product | (b)Price |
| (c)Place | (d)Promotion |

20. What is the primary focus of the "Promotion" element in communication strategy?

- | | |
|--|---------------------------------------|
| (a)Determining the product features | (b)Setting the pricing strategy |
| (c)Creating awareness and persuading the target audience | (d)Deciding the distribution channels |

21. In the context of corporate communication, what does the acronym "CEO" stand for?
- (a)Chief Executive Officer (b)Corporate Efficiency Organizer
(c)Communication and Ethics Officer (d)Customer Engagement Officer
22. Which communication channel is commonly used for internal corporate communication?
- (a)Television advertisements (b)Social media platforms
(c)Intranet and emails (d)Outdoor billboards
23. In media relations, what does the term "press release" refer to?
- (a)Private internal documents (b)Formal communication with employees
(c)Information provided to the media for publication (d)Government regulatory documents
24. What is the role of corporate communication in government relations?
- (a)To avoid any communication with government officials (b)To build positive relationships with government stakeholders
(c)To criticize government policies openly (d)To limit information flow to the government
25. Which of the following is a proactive function of Corporate Communication?
- (a)Crisis communication (b)Reputation management
(c)Issues management (d)Building positive relationships

26. In Public Relations, the term "stakeholders" refers to:

- | | |
|-------------------------------|---|
| (a)Only customers and clients | (b)Any individuals or groups affected by the organization's actions |
| (c)Only internal employees | (d)None of the above |

27. One of the earliest forms of corporate communication was:

- | | |
|---------------------------|---------------------------|
| (a)Corporate newsletters | (b)Radio broadcasts |
| (c)Social media campaigns | (d)Television commercials |

28. Corporate communication evolved in response to:

- | | |
|-------------------------------|-----------------------|
| (a)Technological advancements | (b)Economic downturns |
| (c)Political revolutions | (d)All of the above |

29. Internal communication tools are primarily used for:

- | | |
|-----------------------------|------------------------|
| (a)Attracting new customers | (b)Employee engagement |
| (c)Media relations | (d)Public advertising |

30. A positive corporate image is often associated with:

- | | |
|-------------------------------|---------------------------|
| (a)Ethical business practices | (b)Aggressive competition |
| (c)Limited transparency | (d)High employee turnover |

31. Which historical event significantly influenced the development of corporate communication?
- (a) World War I (b) The Great Depression
(c) The Renaissance (d) Cold War
32. A company's official website is considered a key corporate communication tool for:
- (a) Internal communication only (b) External communication only
(c) Both internal and external communication (d) Financial reporting only
33. Which communication channel is commonly used for real-time interaction in employee relations?
- (a) Intranet (b) Annual reports
(c) Newsletters (d) Press releases

PART - B

(7 X 6 = 42)

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

34. (a) Examine the impact of technology on corporate communication.
[OR]
(b) Intricate the concept of Philanthropy in corporate communication.
35. (a) Analyze the impact of poor communication on organizational performance.
[OR]
(b) Provide a case study illustrating effective crisis communication strategies.
36. (a) Evaluate the importance of cross-cultural communication in the global business environment.
[OR]
(b) Enlist the Strategies involved in Enhancing Customer Care services.
37. (a) List out the 4 P's of communication strategy.
[OR]
(b) Delineate the Challenges and Opportunities in CSR Implementation.
38. (a) Write a brief note on Crisis Preparedness and Prevention.
[OR]
(b) Brief on the Impact and Effectiveness of Social Media in Corporate Communication.
39. (a) Expound the effectiveness of Crisis Communication through Social Media.
[OR]
(b) Explicate the Elements of Effective Business Communication.
40. (a) Analyze the importance of cross-functional communication in large organizations.
[OR]
(b) Discuss the role of risk assessment and scenario planning in crisis preparedness.