

**N-0563**

**Sub. Code**

**205922**

**M.A. DEGREE EXAMINATION**

**ONLINE PROGRAMME EXAMINATIONS MAY 2024**

**(Journalism and Mass Communication)**

**First Year - Second Semester**

**ADVERTISING AND PUBLIC RELATIONS**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. The following is not a function of advertising
  - (a) Information
  - (b) Brand image Building
  - (c) Persuasion
  - (d) Entertainment
2. The last step in the process followed under the AIDA model is.
  - (a) Intention
  - (b) Attention
  - (c) Desire
  - (d) Action
3. Brand switching is one of the objectives of
  - (a) Management
  - (b) Marketing
  - (c) Advertising
  - (d) Publicity
4. Which one of the following is not a media-related term?
  - (a) Reach
  - (b) Frequency
  - (c) Depth
  - (d) Footprint

5. A \_\_\_\_\_ writes the text of an advertisement whereas a director designs the advertisement
- (a) Writer                      (b) Copywriter  
(c) Sub editor                (d) Editor
6. This is a sequential model that explains how advertising works.
- (a) SWOT                      (b) PESTLE  
(c) AIDA                      (d) ADD
7. Television advertising is an example of \_\_\_\_\_
- (a) Direct-response advertising  
(b) Telemarketing  
(c) Straight mail  
(d) Teleconference
8. Which of the following is more of personal medium of advertisement?
- (a) Internet Advertisement  
(b) Broadcast Media  
(c) Direct Mail Advertising  
(d) Print Media
9. Direct mail advertising sends messages through
- (a) Audio                      (b) Video  
(c) Mail                      (d) Cartoon
10. \_\_\_\_\_ is a self-regulatory voluntary organization of the advertising industry
- (a) Securities and Exchange Board of India  
(b) Reserve Bank of India (RBI)  
(c) Medical Council of India  
(d) Advertising Standards Council of India

11. AAAI represents;
- (a) American Agency for Advertisers Information
  - (b) Advertising Agencies Association of India
  - (c) Association of Advertising Agencies in India
  - (d) None of the above
12. Series of messages that divide a single idea and theme which make up an integrated marketing communication is known as
- (a) Advertising
  - (b) Advertising research
  - (c) Advertising Campaign
  - (d) Product placement
13. Advertising is sub element of marketing \_\_\_\_\_ Mix
- (a) Product                      (b) Promotion
  - (c) Price                         (d) Image
14. Who is the person in advertising agency responsible for writing headlines and slogans?
- (a) Visualizer                      (b) Media executive
  - (c) Copy editor                    (d) Account executive
15. The first Newspaper advertisement was printed in
- (a) Times of India                (b) Bengal Gazette
  - (c) The Hindu                    (d) Bombay Samachar
16. Which one of the following is oldest form of advertising?
- (a) Classified                      (b) Outdoor
  - (c) Print                            (d) Radio
17. ASCI is a \_\_\_\_\_ Body
- (a) Independent                  (b) Non Independent
  - (c) Cooperative                  (d) None of these

18. \_\_\_\_\_ advertising is aggressive in nature.
- (a) Advocacy
  - (b) Product
  - (c) Institutional
  - (d) Classified
19. \_\_\_\_\_ was started to protect the interests of advertisers, advertising agencies & publishers.
- (a) ABC
  - (b) ASCI
  - (c) DAVP
  - (d) AAAI
20. Advertising is defined as:
- (a) The distribution of products to consumers
  - (b) The act of selling products through personal interaction
  - (c) The communication about products or services to a target audience
  - (d) The process of manufacturing and producing goods
21. Which of the following is a primary goal of advertising?
- (a) To create brand awareness and recognition
  - (b) To maximize profits for the advertising agency
  - (c) To manipulate consumers into making unnecessary purchases
  - (d) To eliminate competition in the market
22. Which of the following is an example of traditional advertising media?
- (a) Social media influencers
  - (b) Television commercials
  - (c) Native advertising
  - (d) Viral marketing campaigns

23. The unique selling proposition (USP) in advertising refers to:
- (a) The visual elements used in an advertisement
  - (b) The primary message that differentiates a product from its competitors.
  - (c) The legal regulations governing advertising practices
  - (d) The pricing strategy implemented for a particular product
24. The call-to-action (CTA) in an advertisement aims to:
- (a) Generate brand awareness and recognition
  - (b) Create emotional appeal and evoke consumer desire
  - (c) Encourage immediate response or action from the audience
  - (d) Provide detailed information about the product or service
25. Which of the following is an example of a demographic segmentation variable in advertising?
- (a) Psychographic traits
  - (b) Consumer attitudes
  - (c) Age group
  - (d) Geographic location
26. Which type of advertising aims to persuade consumers to switch from one brand to another?
- (a) Informative advertising
  - (b) Comparative advertising
  - (c) Emotional advertising
  - (d) Native advertising

27. Which of the following is a potential ethical concern in advertising?
- (a) Targeting specific consumer groups based on their preferences
  - (b) Creating misleading or false claims about a product's features
  - (c) Using humor or celebrity endorsements to engage the audience
  - (d) Promoting healthy lifestyle choices through advertisements
28. The evaluation of public relations campaigns is important to:
- (a) Determine the effectiveness and impact of PR efforts
  - (b) Manipulate public opinion and perception
  - (c) Control media coverage and messages
  - (d) Maintain secrecy and confidentiality
29. Media relations in public relations focuses on:
- (a) Advertising in various media outlets
  - (b) Developing relationships with journalists and media professionals
  - (c) Controlling and manipulating media coverage
  - (d) Ignoring media inquiries and requests for interviews
30. The target audience for public relations efforts is:
- (a) Only existing customers or clients
  - (b) The general public
  - (c) Competitors in the industry
  - (d) Investors and shareholders

31. Public relations campaigns often use press releases, which are:
- (a) Paid advertisements in newspapers or magazines
  - (b) Memos sent internally to employees
  - (c) Official statements sent to media outlets for publication
  - (d) Social media posts or updates
32. Which of the following is an example of a public relations tool?
- (a) Television commercials
  - (b) Social media campaigns
  - (c) Direct mail advertisements
  - (d) Celebrity endorsements
33. In a typical public relations department structure, which role is responsible for developing and implementing communication strategies and campaigns?
- (a) Public Relations Manager
  - (b) Media Relations Specialist
  - (c) Community Relations Coordinator
  - (d) Public Relations Assistant

**Part B**

(7 × 6 = 42)

Answer **all** questions.

34. (a) Explain the evolution and growth of advertising in India.

Or

- (b) Briefly explain the elements of advertisement design.

35. (a) Describe any five types of advertisements.

Or

- (b) Explain any five types of appeals.

36. (a) Elucidate the different copy writing techniques.

Or

(b) Write a note on the code for commercial advertising on AIR.

37. (a) Explain the role and functions of Advertising Standard Council of India.

Or

(b) Distinguish between Public relation and Publicity.

38. (a) Describe the role and responsibility of Public relation officer.

Or

(b) Briefly explain the history and development of Public relation in India.

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

Or

(b) Distinguish the role of PR in public and private sector.

40. (a) Differentiate media relation and employee relation as PR function.

Or

(b) Explain the new trends in PR Sector.

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**N-0564**

**Sub. Code**

**205923**

**M.A. (J & MC) DEGREE EXAMINATION,  
ONLINE PROGRAMME EXAMINATIONS, MAY 2024  
First Year — Second Semester**

**AUDIO PRODUCTION**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. Who is credited with the invention of radio?
  - (a) Thomas Edison
  - (b) Guglielmo Marconi
  - (c) Nikola Tesla
  - (d) Alexander Graham Bell
  
2. Which is the oldest radio station in India?
  - (a) Radio Mirchi      (b) Radio City
  - (c) Vividh Bharati    (d) AIR
  
3. What is the term used to describe the process of capturing sound in a recording studio or on-location?
  - (a) Mixing              (b) Mastering
  - (c) Editing              (d) Recording

4. Which type of microphone is commonly used in live performances and stage applications due to its durability and resistance to feedback?
  - (a) Dynamic microphone
  - (b) Condenser microphone
  - (c) Ribbon microphone
  - (d) Lavalier microphone
  
5. In audio production, what does “panning” refer to?
  - (a) Adjusting the volume of an audio track
  - (b) Combining multiple tracks into a single file
  - (c) Adjusting the left-right balance of an audio signal
  - (d) Applying echo and delay effects
  
6. What does the term “voiceover” refer to in a radio script?
  - (a) The instructions for the announcer or narrator
  - (b) The recorded voices of characters in a radio drama
  - (c) The background music playing during a radio show
  - (d) The technical specifications for microphone placement
  
7. What is the primary objective of radio news writing?
  - (a) To entertain the audience
  - (b) To educate the audience
  - (c) To promote a specific viewpoint
  - (d) To generate advertising revenue
  
8. What is the ideal length for a radio news story?
  - (a) 5 minutes
  - (b) 10 minutes
  - (c) 15 minutes
  - (d) It varies depending on the nature of the story

9. What is the primary objective of community radio stations?
  - (a) To generate profits for the station owners
  - (b) To provide entertainment to a wide audience
  - (c) To serve the local community and give them a voice
  - (d) To compete with commercial radio stations
10. What distinguishes community radio from commercial or public radio?
  - (a) Community radio stations only broadcast pre-recorded content
  - (b) Community radio stations focus exclusively on music programming
  - (c) Community radio stations are funded by the government
  - (d) Community radio stations are operated by volunteers and reflect the interests and needs of the local community.
11. What is a hybrid studio format?
  - (a) A studio that combines analog and digital equipment for audio production
  - (b) A studio that allows remote recording and collaboration through the internet
  - (c) A studio that specializes in virtual reality audio production
  - (d) A studio that focuses on live broadcasting and radio production
12. What role does campus radio play in the university community?
  - (a) It serves as a platform for student activism and discussion.
  - (b) It provides a source of entertainment for the local community.
  - (c) It offers training opportunities for students interested in media careers.
  - (d) All of the above.

13. Who typically operates a campus radio station?
- (a) Professional broadcasters from the local community
  - (b) Faculty members of the university's media department
  - (c) Students and volunteers from the university
  - (d) Private media companies contracted by the university
14. What does "FM" stands?
- (a) Frequency Modulation
  - (b) Frequency Multiplication
  - (c) Frequency Manipulation
  - (d) Frequency Magnification
15. Which frequency band is commonly used for FM radio broadcasting?
- (a) 88-108 MHz
  - (b) 540-1600 kHz
  - (c) 30-300 MHz
  - (d) 20-20,000 Hz
16. What is the advantage of FM radio over AM radio?
- (a) FM radio provides higher audio quality and less interference.
  - (b) FM radio has a longer transmission range.
  - (c) FM radio is less expensive to operate.
  - (d) FM radio has better reception in rural areas
17. Which of the following audio editing software is widely used in the industry for professional audio production?
- (a) Garage Band
  - (b) Audacity
  - (c) Pro Tools
  - (d) Adobe Audition

18. What does the process of “trimming” refer to in audio editing?
- (a) Adjusting the volume levels of an audio clip
  - (b) Applying special effects to the audio clip
  - (c) Removing unwanted portions from the beginning or end of an audio clip
  - (d) Mixing multiple audio clips together
19. Which audio editing technique is used to smooth out abrupt transitions between audio clips?
- (a) Crossfading      (b) Panning
  - (c) Normalizing      (d) Equalizing
20. What is the primary goal of radio research?
- (a) To measure the popularity and audience reach of radio programs
  - (b) To analyze the technical specifications of radio broadcasting equipment
  - (c) To evaluate the profitability of radio stations
  - (d) To study the history and evolution of radio broadcasting
21. Which research method is commonly used to collect data about radio audiences?
- (a) Surveys and questionnaires
  - (b) Laboratory experiments
  - (c) Content analysis
  - (d) Case studies

22. What is the purpose of conducting audience research in radio?
- (a) To determine the effectiveness of advertising campaigns on radio
  - (b) To identify listener preferences and tailor programming accordingly
  - (c) To analyze the financial performance of radio stations
  - (d) To investigate the impact of radio on society and culture
23. What is the role of a radio producer in the production process?
- (a) Writing scripts and preparing content for broadcast
  - (b) Operating audio equipment and managing sound levels
  - (c) Conducting interviews and gathering audio recordings
  - (d) Overseeing the entire production process and ensuring quality
24. Which audio element is commonly used to transition between segments or indicate a change in topic during a radio show?
- (a) Jingle
  - (b) Sound effect
  - (c) Bed music
  - (d) Station identification
25. What does the term “voicing” refer to in radio production?
- (a) Adjusting the volume levels of different audio elements
  - (b) Editing and cleaning up recorded voice tracks
  - (c) Adding special effects to the voice recordings
  - (d) Mixing multiple voice tracks together

26. Which audio element is responsible for regulating and controlling the volume levels of different audio sources in a radio production?
- (a) Mixer                      (b) Microphone  
(c) Compressor                (d) Equalizer
27. What is the purpose of post-production in radio production?
- (a) Conducting live interviews and broadcasts  
(b) Editing and fine-tuning recorded audio for broadcast  
(c) Managing and scheduling the programming lineup  
(d) Researching and gathering content for radio shows
28. What is the primary objective of public service broadcasting?
- (a) Maximizing profits for the broadcasting company  
(b) Providing entertaining content to a wide audience  
(c) Educating and informing the public  
(d) Promoting a specific political agenda
29. Which entity typically oversees and regulates public service broadcasting?
- (a) Government regulatory bodies  
(b) Commercial broadcasting companies  
(c) Advertising agencies  
(d) Non-profit organizations

30. What distinguishes public service broadcasting from commercial broadcasting?
- (a) Public service broadcasting is funded by advertising revenue.
  - (b) Public service broadcasting focuses on maximizing viewership ratings.
  - (c) Public service broadcasting prioritizes the public interest over profits.
  - (d) Public service broadcasting is privately owned and operated
31. What is the role of public service broadcasting in promoting cultural diversity?
- (a) Broadcasting content from only a specific cultural background
  - (b) Exclusively showcasing popular mainstream culture
  - (c) Reflecting and representing diverse cultural perspectives
  - (d) Ignoring cultural differences and promoting a homogenous culture
32. How is funding typically obtained for public service broadcasting?
- (a) Through government subsidies and license fees
  - (b) Through commercial advertising revenue
  - (c) Through private donations from viewers
  - (d) Through ticket sales for specific programs
33. What is the term used to describe the total number of people who tune in to a radio station or program within a specific period?
- (a) Listenership
  - (b) Reach
  - (c) Engagement
  - (d) Rating



**Part B**

(7 × 6 = 42)

Answer **all** the questions

34. (a) Discuss the key milestones and developments in the history of radio.

Or

- (b) Delineate the process of audio recording and editing in detail.

35. (a) Enlist the characteristics and significance of radio features and documentaries.

Or

- (b) Elucidate the process of creating and producing a radio program.

36. (a) Examine the concept and significance of public service broadcasting in India.

Or

- (b) Write a brief note on the importance of effective radio news presentation.

37. (a) Explain the role and importance of radio production management in the successful execution of radio programs.

Or

- (b) Intricate the impact of radio production research in creating an engaging radio content.

38. (a) Exemplify the significant role of information service programs on radio.

Or

(b) Examine the role and significance of community radio in promoting local voices and culture.

39. (a) Compare and contrast different audio editing software used in radio production.

Or

(b) Trace the evolution of sound recording technology from its earliest beginnings to the modern digital era.

40. (a) Discuss the diverse applications of sound recording across various industries and fields.

Or

(b) Examine the role and significance of sound effects in the realms of radio, film, and television.

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**N-0565**

**Sub. Code**

**205924**

**M.A. DEGREE EXAMINATION, MAY 2024.**

**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** questions.

1. Which of the following is a primary step in the pre-production phase of video production?
  - (a) Scriptwriting
  - (b) Shooting footage
  - (c) Video editing
  - (d) Color grading
2. What is the purpose of a storyboard in video production?
  - (a) To record audio for the video
  - (b) To plan the visual sequence of shots
  - (c) To edit the final video
  - (d) To add special effects to the video
3. Which term refers to the process of capturing video footage with a camera?
  - (a) Color grading
  - (b) Post-production
  - (c) Production design
  - (d) Production shooting

4. Which of the following elements is essential for good lighting in video production?
  - (a) High contrast
  - (b) Shadows
  - (c) Consistency
  - (d) Overexposure
5. What is the purpose of video editing in the post-production phase?
  - (a) Adjusting the audio levels
  - (b) Adding special effects
  - (c) Rearranging the video footage
  - (d) Shooting additional footage
6. Which of the following is a common video file format used for online streaming?
  - (a) JPEG
  - (b) MP4
  - (c) GIF
  - (d) AVI
7. What is the purpose of grading in video production?
  - (a) Adding music to the video
  - (b) Adjusting the tone of the footage
  - (c) Adding text overlays to the video
  - (d) Compressing the video file size
8. What is the purpose of a boom microphone in video production?
  - (a) Capturing ambient sound
  - (b) Adding background music
  - (c) Recording voiceovers
  - (d) Enhancing video quality
9. Which term refers to the process of combining multiple video clips into a single sequence?
  - (a) Montage
  - (b) Compression
  - (c) Rendering
  - (d) All the three

10. What is the purpose of a video release form in video production?
  - (a) To obtain permission from individuals appearing in the video
  - (b) To record the audio for the video
  - (c) To create a shot list for the video
  - (d) To add special effects to the video
11. What is the primary purpose of the pre-production phase in TV program production?
  - (a) Shooting the footage
  - (b) Editing the final program
  - (c) Planning and organizing the production
  - (d) Conducting interviews with participants
12. What is the role of a show runner in TV program production?
  - (a) Operating the camera during the shoot
  - (b) Managing the overall production and creative direction of the show
  - (c) Editing the footage and adding special effects
  - (d) Writing the script for the program
13. Which of the following is an essential element of TV program production?
  - (a) Lighting design
  - (b) Sound effects
  - (c) Special effects
  - (d) Color grading
14. What is the purpose of a control room in TV program production?
  - (a) Recording audio for the program
  - (b) Capturing video footage on location
  - (c) Monitoring and managing live production elements
  - (d) Adding graphics and text overlays to the program

15. Which term refers to the process of arranging and organizing the shots in a TV program?
- (a) post-production
  - (b) Storyboarding
  - (c) Shot composition
  - (d) Sequence editing
16. What does the term “white balance” refer to in camera operation?
- (a) Adjusting the exposure level of the image
  - (b) Correcting the color temperature of the image
  - (c) Enhancing the contrast of the image
  - (d) Controlling the depth of field of the image
17. What is the purpose of manual focus in camera operation?
- (a) Adjusting the aperture of the lens
  - (b) Setting the shutter speed of the camera
  - (c) Controlling the zoom level of the lens
  - (d) Ensuring the sharp focus of desired subject
18. What is the role of composition in camera operation?
- (a) Controlling the exposure level of the image
  - (b) Adjusting the white balance of the image
  - (c) Framing and positioning elements within the frame
  - (d) Setting the ISO sensitivity of the camera
19. What is the function of a camera stabilizer or gimbal?
- (a) Adjusting the focus of the lens
  - (b) Controlling the exposure settings of the camera
  - (c) Reducing camera shake and producing smooth footage
  - (d) Adding creative effects to the captured images

20. What is the purpose of a histogram in camera operation?
- (a) Evaluating the sharpness of the image
  - (b) Assisting in determining the composition of the image
  - (c) Analyzing the color distribution and tonal range of the image
  - (d) Controlling the depth of field of the image
21. What is the purpose of manual exposure control in video recording?
- (a) Adjusting the focus of the lens
  - (b) Setting the shutter speed and aperture
  - (c) Adding visual effects to the video
  - (d) Controlling the color balance of the footage
22. What is the role of slow motion in video recording?
- (a) Creating a sense of urgency and fast-paced action
  - (b) Adding a dreamy or surreal effect to the footage
  - (c) Highlighting fine details and capturing subtle movements
  - (d) Enhancing the color saturation of the video
23. Which of the following is an example of a practical effect in video production?
- (a) Computer-generated imagery (CGI)
  - (b) Green screen compositing
  - (c) Pyrotechnics and explosions
  - (d) Motion tracking and 3D modeling
24. What is the purpose of color grading in video production?
- (a) Adjusting the focus of the lens
  - (b) Controlling the exposure of the footage
  - (c) Enhancing or altering the color and tone of the video
  - (d) Adding visual effects and animations

25. Which term refers to the technique of adding text or graphics to a video?
- (a) Chroma keying
  - (b) Motion tracking
  - (c) Titling or lower thirds
  - (d) Time-lapse
26. What is the purpose of the rough cut in the video editing process?
- (a) Finalizing the visual effects and color grading
  - (b) Adding music and sound effects to the video
  - (c) Arranging and selecting the best shots for the final edit
  - (d) Creating a storyboard for the video
27. Which of the following is a non-linear video editing software?
- (a) Final Cut Pro
  - (b) Linear Edit Pro
  - (c) Sequential Cut Studio
  - (d) Traditional Edit Master
28. What is the function of the timeline in video editing software?
- (a) Controlling the playback speed of the video
  - (b) Adjusting the volume levels of the audio
  - (c) Organizing and arranging video clips in chronological order
  - (d) Applying special effects and transitions to the video
29. What is the purpose of adding transitions in video editing?
- (a) Changing the color and tone of the video
  - (b) Adding visual effects and animations to the video
  - (c) Creating smooth transitions between different shots or scenes
  - (d) Adjusting the volume levels of the audio



30. What is the purpose of exporting the final video in video editing?
- (a) Uploading the video to social media platforms
  - (b) Adding text and graphics overlays to the video
  - (c) Adjusting the color and exposure levels of the video
  - (d) Creating a playable video file that can be shared or distributed
31. Which of the following video recording formats offers the highest level of video quality and resolution?
- (a) Standard Definition (SD)
  - (b) High Definition (HD)
  - (c) Ultra High Definition (UHD) or 4K
  - (d) Virtual Reality (VR)
32. What is the advantage of recording videos in a compressed format?
- (a) Smaller file size for easy storage and sharing
  - (b) Higher video quality and resolution
  - (c) Greater color depth and dynamic range
  - (d) Enhanced compatibility with editing software
33. Which of the following video recording formats is commonly used for professional film production?
- (a) MP4
  - (b) AVCHD
  - (c) ProRes
  - (d) H.264

**Part B**

(7 × 6 = 42)

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

34. (a) Describe the role of a producer in the pre-production phase.

Or

- (b) Explain the significance of location scouting and set design in pre-production.

35. (a) Designate the collaboration between the art director and other members of the production team.

Or

(b) Enlist the key elements of an effective business report.

36. (a) Elucidate the impact and social relevance of documentaries.

Or

(b) Examine the challenges and considerations in delivering breaking news during live broadcasts.

37. (a) Evaluate the impact of video editing on the final product.

Or

(b) Explicate the technical considerations and recording techniques in voice-over narration.

38. (a) Intricate the ethical considerations in the portrayal of violence, sensitive topics, and cultural representation.

Or

(b) Illustrate the key components and infrastructure required for successful OB production.

39. (a) Investigate the advantages and challenges of multi-camera treatments.

Or

(b) Designate the key types of visual effects commonly used in film and video production.

40. (a) Deliberate the responsibilities and roles of the crew members in the PCR.

Or

(b) Depict the future trends and advancements in video recording formats.

**MA DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**First Year - First Semester**  
**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. What is the primary goal of journalism?

- (a) To entertain the audience  
(b) To promote specific political agendas  
(c) To provide accurate and timely information to the public  
(d) To generate advertising revenue

2. Which of the following is an advantage of Mass Communication?

- (a) Personalized communication  
(b) Limited reach  
(c) Mass appeal and wide dissemination  
(d) Slower information transmission

3. Which of the following is not a core function of mass communication?

- (a) Informing  
(b) Entertaining  
(c) Persuading  
(d) Isolating

4. What is a limitation of Mass Communication?

- (a) Ability to reach a large audience  
(b) Lack of control over the message  
(c) High cost  
(d) Quick response to feedback.

5. In India, which organization is responsible for regulating and overseeing the broadcasting and cable services?

- (a) Press Council of India  
(b) Ministry of Information and Broadcasting  
(c) Telecom Regulatory Authority of India (TRAI)  
(d) Indian Broadcasting Foundation (IBF)

6. What is the primary purpose of a press code?
- (a) To censor the media  
(b) To promote freedom of the press  
(c) To control public opinion  
(d) To impose government regulations
7. Which type of journalism involves investigative reporting to expose corruption, misconduct, or unethical behavior in government or corporations?
- (a) Yellow Journalism  
(b) Tabloid Journalism  
(c) Sensationalism  
(d) Watchdog Journalism
8. What is the term for the practice of choosing news stories and angles that cater to a specific audience's existing beliefs and values?
- (a) Gatekeeping  
(b) Agenda-Setting  
(c) Confirmation Bias  
(d) Sensationalism
9. Press commissions are typically established to:
- (a) Promote journalistic competition  
(b) Investigate and address media misconduct  
(c) Regulate media ownership  
(d) Censor media content
10. The term "yellow journalism" is associated with which two newspaper moguls?
- (a) William Randolph Hearst and Joseph Pulitzer  
(b) Walter Cronkite and Edward R. Murrow  
(c) Marshall McLuhan and Harold Lasswell  
(d) Rupert Murdoch and Ted Turner

11. Who is known for their significant contribution to press freedom in India and has been associated with the Press Council of India?
- (a) Chanda Kochhar (b) P. Sainath  
(c) Shekhar Gupta (d) Markandey Katju
12. Who coined the term "agenda-setting" in mass communication research?
- (a) Marshall McLuhan (b) Harold Lasswell  
(c) Walter Lippmann (d) George Gerbner
13. What does FM stand for in the context of radio broadcasting?
- (a) Frequency Modulation (b) Federal Ministry  
(c) Free Music (d) Fast Message
14. Which of the following is NOT a traditional mass communication medium?
- (a) Radio (b) Television  
(c) Social media (d) Newspapers
15. What is the term for a news story that is still developing and lacks all the facts?
- (a) Feature story (b) Opinion piece  
(c) Breaking news (d) Editorial

16. Who is considered the "Father of Modern Journalism"?
- (a)Walter Cronkite  
(c)Joseph Pulitzer
- (b)Edward R. Murrow  
(d)William Randolph Hearst
17. PIB (Press Information Bureau) in India is primarily responsible for:
- (a)Regulating newspapers and magazines  
(c)Managing the postal system
- (b)Promoting and disseminating government information  
(d)Overseeing internet censorship
18. In the Shannon-Weaver Model, what does "noise" refer to?
- (a)Unwanted interference in the communication process  
(c)The message being transmitted
- (b)The receiver's feedback  
(d)The encoding of the message
19. Who introduced the Transactional Model of communication?
- (a)Harold Lasswell  
(c)Wilbur Schramm
- (b)Claude Shannon  
(d)Barnlund
20. Which is the largest news agency in India?
- (a)PTI (Press Trust of India)  
(c)UNI (United News of India)
- (b)ANI (Asian News International)  
(d)Reuters India

21. Which model of communication considers feedback as an essential component of the communication process?
- (a) Aristotle's Model (b) Shannon-Weaver Model  
(c) Berlo's SMCR Model (d) Transactional Model
22. Which news agency is a private entity and often focuses on entertainment and celebrity news?
- (a) PTI (b) ANI  
(c) UNI (d) IANS
23. Which model of communication focuses on the social and cultural aspects of communication?
- (a) Transactional Model (b) Aristotle's Model  
(c) Harold Lasswell's Model (d) Schramm's Model
24. Which news agency is known for its fact-checking and verification services?
- (a) PTI (b) ANI  
(c) UNI (d) Boom Live
25. In communication models, the term "channel" refers to:
- (a) The person delivering the message (b) The medium or means through which the message is transmitted  
(c) The feedback loop (d) The noise in the environment

26. Which communication model suggests that communication is a dynamic, ongoing, and interactive process?
- (a) Aristotle's Model (b) Linear Model  
(c) Transactional Model (d) Schramm's Model
27. How is 'culture' primarily responsible for in the context of communication?
- (a) Shaping language (b) Dictating etiquette  
(c) Influencing perception (d) Determining technology
28. Which of the following is an example of nonverbal communication?
- (a) Writing a letter (b) Speaking on the phone  
(c) Making eye contact (d) Sending a text message
29. Which news agency provides news in multiple languages and is considered one of the largest in India?
- (a) PTI (b) ANI  
(c) UNI (d) Indo-Asian News Service
30. What does the term "media literacy" refer to?
- (a) The ability to read and write in various languages (b) The ability to interpret and analyze media messages critically  
(c) The art of creating compelling advertisements (d) The study of ancient forms of communication



31. Which theory of communication suggests that people create and share their own personal narratives through storytelling?
- (a) Cultivation theory (b) Agenda-setting theory  
(c) Social identity theory (d) Narrative paradigm
32. The first successful demonstration of television took place in:
- (a) 1901 (b) 1927  
(c) 1945 (d) 1960
33. Which communication channel is most likely to convey emotions effectively?
- (a) Email (b) Video conferencing  
(c) survey (d) none of this

PART - B

(7 X 6 = 42)

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

34. (a) Explain the concept of communication as a social process.  
[OR]  
(b) Expound the facets of Osgood-Schramm Model with proper illustration.
35. (a) Examine the relationship between communication and cultural diversity.  
[OR]  
(b) Discuss the features of SMCR model of Communication.
36. (a) Brief on the key features of the libertarian theory of press.  
[OR]  
(b) Intricate the role of responsible journalism in avoiding sensationalism.
37. (a) Bring out the outcomes of Second Press Commission  
[OR]  
(b) Write a brief note on the Varghese Committee report.
38. (a) Enlist the significant contributions of Electronic media in our daily life.  
[OR]  
(b) Differentiate Newspaper from Tabloids.
39. (a) Elucidate the roles and responsibilities of the Press Council of India.  
[OR]  
(b) Enlist the contributions of Media Educational Institutions to the Media sphere.
40. (a) Explore the concept of media convergence.  
[OR]  
(b) Exhibit your key opinion on the current status of Mass Media.

**M.A DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**First Year - Second Semester**  
**Theories of Communication**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What is communication?
 

(a)The exchange of information only	(b)The process of creating and interpreting meaning through symbolic interaction
(c)One-way transmission of messages	(d)The act of speaking in public
  
2. What is the term for communication that occurs without the use of words, such as through body language or facial expressions?
 

(a)Nonverbal communication	(b)Verbal communication
(c)Written communication	(d)Formal communication
  
3. What is the primary purpose of communication?
 

(a)Entertainment	(b)Persuasion
(c)Information exchange	(d)Socialization
  
4. According to Marxist communication theory, how is media ownership related to the dissemination of ideology?
 

(a)Media ownership has no impact on ideology	(b)Media ownership influences the promotion of dominant ideologies
(c)Media ownership promotes a diversity of ideologies	(d)Media ownership is determined by political ideologies
  
5. According to feminist communication theory, what is the term used to describe the stereotypical and limiting portrayal of women in the media?
 

(a)Gender roles	(b)Feminine mystique
(c)Media bias	(d)Objectification

6. According to functionalist theory, what is the primary purpose of communication in society?
- (a) To create social change (b) To maintain social order and stability  
(c) To challenge existing power structures (d) To promote individual expression
7. In the gatekeeping model, who are the individuals or entities responsible for deciding what information is disseminated?
- (a) Receivers (b) Senders  
(c) Gatekeepers (d) Feedback providers
8. In culturalist perspectives, how does culture shape the process of communication?
- (a) Culture shapes language, symbols, and social interactions (b) Culture has no impact on communication  
(c) Culture provides a universal set of communication rules (d) Culture influences only nonverbal communication
9. According to psychoanalytical theory, what is the primary driving force behind human behavior and communication?
- (a) Economic factors (b) Conscious thoughts and rationality  
(c) Unconscious desires and instincts (d) Social norms and values
10. What is the primary goal of the social responsibility theory in communication?
- (a) To maximize profits for media organizations (b) To serve the interests of the government  
(c) To prioritize sensational and entertaining content (d) To promote the well-being of society through responsible and ethical communication

N1133

11. According to the libertarian theory of communication, what role should the government play in regulating media?
- (a) No government intervention is necessary; media should operate freely      (b) Government should control and regulate all media content
- (c) Government should only regulate commercial advertisements      (d) Government should fund media organizations to ensure unbiased reporting
12. Cultivation Theory, developed by George Gerbner, is primarily concerned with the effects of:
- (a) Media violence on children      (b) Television consumption on audience perceptions
- (c) Advertising on consumer behavior      (d) Political propaganda on public opinion
13. In the context of Uses and Gratifications Theory, what does "gratification" refer to?
- (a) The satisfaction derived from media use      (b) The level of media exposure
- (c) The psychological effects of media content      (d) The influence of media on public opinion
14. According to the Frankfurt School's critical perspective on mass media, what term is used to describe the standardized, homogenized content produced by media?
- (a) Cultural diversity      (b) Cultural relativism
- (c) Cultural appropriation      (d) Cultural hegemony
15. What is the primary focus of Effects Theory in communication?
- (a) Media production processes      (b) Audience interpretations of media content
- (c) The impact of media messages on individuals and society      (d) Media regulation and censorship

N1133

16. In the Diffusion of Innovation theory, what factors influence an individual's decision to adopt or reject an innovation?
- (a) Personal attributes and social influences                      (b) Economic factors only  
(c) Political affiliations    (d) Age and gender
17. What is the primary goal of propaganda according to Propaganda Theory?
- (a) To provide unbiased information                                      (b) To persuade and manipulate public opinion  
(c) To encourage critical thinking    (d) To promote democratic values
18. What is the central premise of Technological Determinism?
- (a) Technology is shaped by societal needs                              (b) Society and technology mutually influence each other  
(c) Technology has an autonomous and shaping influence on society                              (d) Society determines the pace of technological change
19. What is the central idea of the Social Shaping of Technology perspective?
- (a) Technology shapes society    (b) Society shapes and influences the development of technology  
(c) Technology is neutral and independent of social factors                              (d) Society and technology have no interdependence technology
20. Which theory within Audience Theory suggests that media consumption is influenced by social factors such as class, ethnicity, and gender?
- (a) Cultivation Theory    (b) Two-Step Flow Theory  
(c) Uses and Gratifications Theory    (d) Cultural Studies

N1133



26. According to the Agenda-Setting Theory, what is the primary role of mass media in relation to public opinion?
- (a) To dictate public opinion
  - (b) To reinforce existing opinions
  - (c) To set the agenda
  - (d) To suppress diverse viewpoints
27. How does the Two-Step Flow Theory describe the flow of information in shaping public opinion?
- (a) Directly from media to the general public
  - (b) Through opinion leaders who influence others
  - (c) Through interpersonal communication only
  - (d) Only through face-to-face communication
28. What is the primary function of media in society?
- (a) To entertain only
  - (b) To inform, educate, and entertain
  - (c) To promote political ideologies exclusively
  - (d) To restrict access to information
29. Which of the following is a primary agent of political socialization?
- (a) Political parties
  - (b) Peers
  - (c) Mass media
  - (d) All of the above
30. What is the main objective of privacy regulations in communication policy?
- (a) To limit freedom of speech
  - (b) To protect individuals' personal information
  - (c) To promote government surveillance
  - (d) To restrict access to online content

N1133

31. Political socialization is the process through which individuals acquire:
- (a) Wealth (b) Political power  
(c) Political attitudes (d) Social status
32. What is the primary goal of public broadcasting in communication policy?
- (a) Maximizing profits (b) Serving the public interest  
(c) Promoting political bias (d) Supporting commercial interests
33. Which of the following is a non-verbal alternative communication method?
- (a) Sign language (b) Text messaging  
(c) Email (d) Phone call

PART - B

(7 X 6 = 42)

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

34. (a) Write a short note on Interpersonal Communication.  
[OR]  
(b) Give a brief note on Critical Political Economy.
35. (a) Briefly explain the Gate Keeping model.  
[OR]  
(b) Intricate the provisions of Libertarian theory of Press.
36. (a) Elucidate the key concepts of Uses and Gratification Theory.  
[OR]  
(b) Intricate the merits and demerits of Agenda Setting.
37. (a) Explain the principle concept of Diffusion of Innovation.  
[OR]  
(b) Elucidate the social Shaping technology.
38. (a) Enumerate the features of Social Learning Theory.  
[OR]  
(b) Explain the practical difficulties involved in understanding audience behaviour.
39. (a) Explore the impact of public opinion on Mass Media.  
[OR]  
(b) Define the nuances of Political Communication.
40. (a) Intricate the aspects of Aristotle theory of Public Speaking.  
[OR]  
(b) Write a brief note on the perspectives of political theories in developing countries.



N1137

COURSE CODE

205941

**M.A (J&MC) DEGREE EXAMINATION**  
**ONLINE PROGRAMME EXAMINATIONS MAY 2024**  
**Second Year - Fourth Semester**  
**Development 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 goal of development?
  - (a) Economic growth
  - (b) Human well-being
  - (c) Technological advancement
  - (d) Political stability
  
2. Which of the following is a social development indicator?
  - (a) GDP per capita
  - (b) Life expectancy
  - (c) Foreign direct investment
  - (d) Inflation rate
  
3. What is a common dysfunction of development associated with excessive urbanization?
  - (a) Increased access to education
  - (b) Improved healthcare facilities
  - (c) Slums and informal settlements
  - (d) Preservation of cultural heritage
  
4. Which factor is NOT considered a dysfunction of development?
  - (a) Corruption
  - (b) Income inequality
  - (c) Sustainable agriculture
  - (d) Lack of access to basic services
  
5. What role does communication play in development?
  - (a) It has no impact on development
  - (b) Facilitates information exchange and social change
  - (c) Hinders progress and innovation
  - (d) Is solely focused on entertainment

N1137



11. According to the Diffusion of Innovations theory, which group is typically among the first to adopt a new innovation?
- (a)Laggards (b)Early Majority  
(c)Late Majority (d)Innovators
12. In the context of modernization theory, how does mass media contribute to the process of modernization?
- (a)By promoting traditional values exclusively (b)By hindering technological advancements  
(c)By facilitating the flow of information and cultural change (d)By isolating societies from global influences
13. Which of the following is a key element in development communication?
- (a)Isolation (b)Conflict  
(c)Feedback (d)Exclusion
14. Self-development refers to:
- (a)The improvement of an individual's abilities and qualities (b)Government initiatives for national progress  
(c)Technological advancements (d)Cultural preservation
15. Which factor is essential for achieving self-reliance?
- (a)Isolation (b)Interdependence  
(c)Resistance to changed (d)Reliance on foreign expertise

N1137

16. Why is popular participation important in development?
- (a)It slows down the progress  
(b)It ensures sustainability and local relevance  
(c)It hinders innovation  
(d)It creates dependency on external support
17. Which of the following is an example of a new communication technology?
- (a)Radio  
(b)Television  
(c)Internet  
(d)Newspaper
18. What is the primary aim of development support communication?
- (a)Creating dependency  
(b)Empowering communities through information  
(c)Isolating marginalized groups  
(d)controlling public opinion
19. In which country did the concept of Five-Year Plans originate?
- (a)United States  
(b)China  
(c)Soviet Union  
(d)India
20. The Rural Communications Project primarily aimed at improving:
- (a)Road Infrastructure  
(b)Telecommunication in Rural Areas  
(c)Healthcare Facilities  
(d)Power Supply in Villages

N1137

21. The Site Project was designed to address issues related to:
- (a)Rural Electrification
  - (b)Agricultural Productivity
  - (c)Rural Education
  - (d)Televised Communication in Villages
22. The term "Kheda" is associated with:
- (a)Rural Telecommunication
  - (b)Rural Television
  - (c)Rural Education
  - (d)Rural Healthcare
23. What is the primary function of the Press Information Bureau (PIB) in India?
- (a)National Security
  - (b)Public Relations
  - (c)Agricultural Development
  - (d)Judicial System
24. DAVP is responsible for:
- (a)Defense Procurement
  - (b)Publicity and Advertising
  - (c)Agricultural Research
  - (d)Educational Programs
25. Which ministry oversees the functioning of the Directorate of Advertising and Visual Publicity?
- (a)Ministry of Defense
  - (b)Ministry of Finance
  - (c)Ministry of Information and Broadcasting
  - (d)Ministry of Health and Family Welfare

N1137

26. What is the primary goal of development communication?
- (a) Profit maximization (b) Social change and development  
(c) Political domination (d) Cultural preservation
27. NGOs play a crucial role in development by:
- (a) Engaging in political conflicts (b) Implementing government policies  
(c) Providing social services and advocating for community needs (d) Ignoring local cultural contexts
28. Which type of NGO focuses on providing emergency relief and aid during disasters?
- (a) Advocacy NGOs (b) Operational NGOs  
(c) Charitable NGOs (d) Development NGOs
29. How does the Radio Rural Forum contribute to agricultural development?
- (a) Broadcasting music and entertainment programs (b) Conducting sports events in rural areas  
(c) Disseminating agricultural information and best practices (d) Airing urban-centric news and updates
30. What role does the Radio Rural Forum play in empowering local communities?
- (a) Reinforcing traditional hierarchies (b) Providing a platform for community voices and concerns  
(c) Ignoring community issues for national coverage (d) Exclusively promoting government agendas

N1137

31. What is the primary function of mass media in the process of modernization?
- (a) Cultural preservation (b) Resistance to change  
(c) Social isolation (d) Dissemination of information and ideas
32. Which of the following is a key characteristic of mass media's role in modernization?
- (a) Promoting traditional values exclusively (b) Limiting access to information  
(c) Facilitating the flow of information across society (d) Ignoring technological advancements
33. How does mass media contribute to economic modernization?
- (a) By discouraging entrepreneurship (b) By promoting isolationism  
(c) By disseminating business information and market trends (d) By restricting access to global markets trends

PART - B

(7 X 6 = 42)

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

34. (a) List out the roles of communication in sustainable development.  
[OR]  
(b) Delineate the key concepts of Evolutionary model of development communication.
35. (a) Elucidate the significance of Economic Growth model.  
[OR]  
(b) Discuss the role of development communication in promoting social change.
36. (a) Expound the Diffusion of Innovations theory.  
[OR]  
(b) Illustrate the alternative paradigms of Development communication.
37. (a) Intricate the aspects Development support communication.  
[OR]  
(b) Explicate the key contradictions of Elawath Experiment.
38. (a) Discuss the impact of Rural Television project in shaping the social structure.  
[OR]  
(b) Describe the role of mass media in development communication.
39. (a) Explicate the significance of educational development in building a society.  
[OR]  
(b) Explore the contributions of NGOs in social development.
40. (a) Discuss the contributions of mass media in shaping public perception.  
[OR]  
(b) Discuss how the use of technology can enhance community development.

N1137



N1138

COURSE CODE

205942

**MA DEGREE EXAMINATION, MAY 2024**  
**MA(JOURNALISM AND MASS COMMUNICATION)**  
**ONLINE PROGRAMME EXAMINATIONS**  
**Second Year - Fourth Semester**  
**New Media Communication**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. What does CT stand for in the context of communication technology?
  - (a)Computer Technology
  - (b)Communication Technology
  - (c)Centralized Transmission
  - (d)Cellular Transfer
2. How do Communication Technology (CT) and Information Technology (IT) differ?
  - (a)CT deals with hardware, while IT deals with software.
  - (b)CT is limited to local networks, while IT is global.
  - (c)CT is only about voice communication, while IT is about data transmission.
  - (d)CT is a subset of IT.
3. Pagers are commonly used for:
  - (a)Two-way communication
  - (b)Long-form text messaging
  - (c)Voice calls
  - (d)One-way communication
4. Which generation of cellular technology introduced digital communication and text messaging?
  - (a)1G
  - (b)2G
  - (c)3G
  - (d)4G
5. What is a major advantage of cellular telephones over traditional landline phones?
  - (a)Higher call quality
  - (b)Immunity to signal interference
  - (c)Mobility and portability
  - (d)Lower cost

N1138

6. What does LAN stand for?

(a)Local Access Network

(b)Large Area Network

(c)Local Area Network

(d)Longitudinal Area Network

7. WANs are typically used to connect:

(a)Devices within a single room

(b)Devices within a city

(c)Devices over long distances, across cities or countries

(d)Devices within a campus

8. What does SMTP stand for in the context of e-mail communication?

(a)Simple Mail Transfer Protocol

(b)Secure Mail Transmission Process

(c)System for Managing Textual Posts

(d)Subtle Message Transmission Protocol

9. Which markup language is primarily used to create web pages?

(a)XML

(b)HTML

(c)CSS

(d)JSON

10. The Internet is a decentralized network composed of interconnected:

(a)Mainframes

(b)Servers

(c)Nodes and networks

(d)Routers

N1138

11. Which of the following is an example of a top-level domain (TLD) often associated with ISPs?
- (a).com (b).net  
(c).isp (d).web
12. ISDN (Integrated Services Digital Network) is a type of connection that provides:
- (a)High-speed broadband (b)Digital voice and data transmission over telephone lines  
(c)Wireless connectivity (d)Satellite internet
13. Lease-Line connections are known for:
- (a)High cost and dedicated, constant connectivity (b)Low latency but limited bandwidth  
(c)Wireless flexibility (d)Shared connectivity with other users
14. Which protocol is used for communication between computers over the Internet and forms the basis of modern networking?
- (a)HTTP (b)FTP  
(c)TCP/IP (d)UDP
15. Which of the following is NOT a commonly used web browser?
- (a)Chrome (b)Java  
(c)Firefox (d)Safari

16. What is the primary function of a search engine?

- (a) To create websites
- (c) To design web pages

- (b) To index and retrieve information from the internet
- (d) To provide online shopping services

17. What does WYSIWYG stand for in the context of online editing?

- (a) What You Search Is What You Get
- (c) What You See Is What You Get

- (b) Where Your Stuff Is, What's Yours is Gone
- (d) Where You Should Include Graphics

18. What is the term for the process of persuading a customer to make an immediate purchase online?

- (a) Browsing
- (c) Impulse buying

- (b) Window shopping
- (d) Comparison shopping

19. What is the term for a news story that is published online before it appears in print?

- (a) E-news
- (c) Web scoop

- (b) Cyber news
- (d) Online exclusive

20. What is citizen journalism?

- (a) Reporting by professional journalists only
- (c) Reporting by ordinary individuals using online platforms

- (b) Reporting by government officials
- (d) Reporting using only print media

N1138

21. What is information overload?

(a) Insufficient information

(b) A balanced amount of information

(c) Overwhelming amount of information

(d) Access to critical information only

22. Which online document editing platform is known for real-time collaboration and cloud storage?

(a) Microsoft Excel

(b) Adobe Photoshop

(c) Google Docs

(d) Notepad

23. What does the term "e-commerce" stand for?

(a) Electronic Communication

(b) Electronic Commerce

(c) Efficient Computing

(d) Exponential Convergence

24. PPP (Point-to-Point Protocol) is commonly used for:

(a) Wireless communication

(b) Dial-up connections

(c) Satellite communication

(d) Fiber optic networks

25. Cultural Alienation can be mitigated by:

(a) Encouraging cultural diversity

(b) Promoting cultural isolation

(c) Suppressing minority cultures

(d) Standardizing cultural practices

N1138

26. Denotation is most concerned with:

- (a) Subjective interpretations of words
- (b) Emotional impact
- (c) The explicit, literal meaning of words
- (d) Figurative language use

27. What is the term for the phenomenon where individuals consume media content on multiple devices simultaneously?

- (a) Mono-screening
- (b) Multi-screening
- (c) Uni-screening
- (d) Omni-screening

28. Which of the following is a common feature in online image editing tools?

- (a) Spell check
- (b) Layers
- (c) Pivot tables
- (d) Macros

29. What is a bookmark in the context of web browsing?

- (a) A physical marker used in libraries
- (b) A saved link to a specific web page for quick access
- (c) A type of browser extension
- (d) A feature used in online shopping

30. What is the role of user-generated content in new media?

- (a) Limited impact on communication
- (b) It is not allowed in new media
- (c) Users actively create and share content
- (d) Users only consume content without contributing

31. Which term refers to the ability of users to access and consume content at their own convenience?

- (a) Real-time communication (b) On-demand communication  
(c) Synchronous communication (d) Broadcast communication

32. What characterizes "new media" in communication?

- (a) Traditional print media (b) Established broadcast channels  
(c) Digital, interactive, and networked technologies (d) Face-to-face communication only

33. Connotation is best described as:

- (a) The exact, literal meaning of a word (b) The cultural or emotional associations of a word  
(c) The opposite of denotation (d) Synonyms of a word

PART - B

(7 X 6 = 42)

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

34. (a) List out the differences between Communication Technology and Information Technology.

[OR]

(b) Delineate the features of various types of Internet Connection.

35. (a) Elucidate the protocols of Internet.

[OR]

(b) Discuss the challenges faced in web page designing.

36. (a) Expound the salient features of E-Commerce.

[OR]

(b) Illustrate the alternative paradigms of Development communication.

37. (a) Intricate the aspects Development support communication.

[OR]

(b) Explicate the purposes of Search Engine Optimization [SEO].

38. (a) Discuss the impact of cyber journalism in the modern era.

[OR]

(b) Describe the cultural effects of New Media.

39. (a) Explicate the concept of Cultural Alienation.

[OR]

(b) Analyze the influence of digital storytelling in New Media Communication.

40. (a) Explore the role of influencers in New Media Marketing.

[OR]

(b) Explicate the concept of convergence in New Media.

**MA DEGREE EXAMINATION, MAY 2024**  
**MA.JOURNALISM AND MASS COMMUNICATION**  
**ONLINE PROGRAMME EXAMINATIONS**  
**Second Year - Fourth Semester**  
**Corporate Communication**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What is corporate communication?
  - (a) Advertising
  - (b) Sending emails within the company
  - (c) Managing and controlling communication within an organization
  - (d) Public relations
  
2. The scope of corporate communication includes:
  - (a) Internal communication only
  - (b) External communication only
  - (c) Both internal and external communication
  - (d) financial management
  
3. Which statement best defines the role of corporate communication in an organization?
  - (a) It is limited to sending official memos.
  - (b) It is a strategic management function that adds value to an organization.
  - (c) It only involves external communication with customers.
  - (d) It focuses solely on advertising.
  
4. What is the significance of corporate communication in today's business environment?
  - (a) It has no impact on organizational success.
  - (b) It helps in building trust, reputation, and relationships.
  - (c) It is only necessary for large corporations.
  - (d) It is solely the responsibility of the marketing department.
  
5. Which of the following is a key element of a positive corporate culture?
  - (a) High turnover rate
  - (b) Lack of communication
  - (c) Innovation and collaboration
  - (d) Strict hierarchy



6. Corporate citizenship refers to:
- (a) Legal obligations only
  - (b) Social and environmental responsibilities of a company
  - (c) Financial performance only
  - (d) Employee satisfaction
7. What does CSR stand for in the context of Corporate Citizenship?
- (a) Customer Satisfaction Rating
  - (b) Corporate Social Responsibility
  - (c) Company Sustainability Report
  - (d) Customer Service Representative
8. What is philanthropy?
- (a) The study of corporations
  - (b) The act of donating money, goods, or time to charitable causes
  - (c) A type of marketing strategy
  - (d) The process of hiring philanthropists in a company
9. Why is effective international communication important for businesses?
- (a) It reduces diversity
  - (b) It facilitates collaboration and understanding
  - (c) It increases competition
  - (d) It limits opportunities for growth
10. What does corporate identity encompass?
- (a) Only the company logo
  - (b) The visual and symbolic representation of a company
  - (c) Employee dress code
  - (d) Product pricing strategy

11. What is the primary goal of image building for a company?
- (a) Maximizing short-term profits
  - (b) Creating a positive perception among stakeholders
  - (c) Reducing competition
  - (d) Ignoring public relations efforts
12. Why do companies organize events and conferences?
- (a) To compete with other companies
  - (b) To showcase products and services
  - (c) To avoid interaction with clients
  - (d) To reduce employee workload
13. What is the primary goal of crisis communication?
- (a) Enhance organizational reputation
  - (b) Minimize information flow
  - (c) Withhold information until resolution
  - (d) Promote blame attribution
14. In the context of communication strategy, what does the "Product" element refer to?
- (a) The cost of the product
  - (b) The features and benefits of the product
  - (c) The distribution channels
  - (d) The promotional activities
15. How does the "Price" element influence communication strategy?
- (a) It determines the color scheme for promotional materials
  - (b) It dictates the budget for promotional activities
  - (c) It affects the product's design
  - (d) It specifies the target audience

16. Which of the following is an example of non-verbal communication in a corporate setting?
- (a)Email (b)Memo  
(c)Handshake (d)Phone call
17. What is the purpose of a corporate brand in communication?
- (a)To confuse customers (b)To establish a unique identity and reputation  
(c)To discourage customer loyalty (d)To hide organizational values
18. Which communication style focuses on giving clear instructions and expecting compliance without room for discussion?
- (a)Authoritarian (b)Democratic  
(c)Laissez-faire (d)Transformational
19. Which element is crucial for effective crisis communication in a corporate setting?
- (a)Denial of the issue (b)Open and transparent communication  
(c)Blaming individuals publicly (d)Ignoring the situation
20. What does SWOT analysis stand for in the context of corporate communication?
- (a)Strategic Workforce Orientation and Training (b)Strengths, Weaknesses, Opportunities, Threats  
(c)Systematic Workflow Optimization Technique (d)Successful Workplace Organization and Teamwork

21. Which of the following is an external stakeholder in corporate communication?
- (a)Employees (b)Shareholders  
(c)Managers (d)Team members
22. What is the primary goal of media relations in corporate communication?
- (a)Increase employee satisfaction (b)Enhance organizational transparency  
(c)Minimize government intervention (d)Boost media coverage and positive publicity
23. Which of the following is an example of a government relations strategy?
- (a)Ignoring government regulations (b)Engaging in community outreach  
(c)Refusing to cooperate with government inquiries (d)Publicly criticizing government decisions
24. Public Relations are often associated with:
- (a)Sending out press releases (b)Internal memos and newsletters  
(c)Employee training programs (d)None of the above
25. Which of the following is a key aspect of Corporate Communication?
- (a)External media relations (b)Employee engagement  
(c)Crisis management (d)All of the above

26. The term "corporate communication" gained prominence with the rise of:
- (a) Industrial Revolution
  - (b) Mass media
  - (c) Internet era
  - (d) Social media
27. The first corporate communication efforts were primarily focused on:
- (a) Internal memos
  - (b) Employee engagement
  - (c) External advertising
  - (d) Government relations
28. The concept of "two-way communication" became prominent during the:
- (a) 19th century
  - (b) Industrial Revolution
  - (c) 20th century
  - (d) Renaissance
29. Which term refers to the strategic management of communication and relationships between an organization and its various publics?
- (a) Propaganda
  - (b) corporate communication
  - (c) Marketing
  - (d) Advertising
30. What is the purpose of lobbying in government relations?
- (a) To promote transparency
  - (b) To influence government decisions and policies
  - (c) To discourage collaboration with government officials
  - (d) To avoid any interaction with government bodies

31. When did the formal practice of corporate communication begin to emerge?

(a) 19th century

(b) Early 20th century

(c) Mid-20th century

(d) 21st century

32. Public Relations aim to:

(a) Exclusively manage internal conflicts

(b) Control the organization's internal communication

(c) Build and maintain a positive public image

(d) Only focus on product promotion

33. Why is effective communication crucial in employee relations?

(a) To create a culture of secrecy

(b) To foster trust and engagement

(c) To discourage collaboration

(d) To limit employee access to information

PART - B

(7 X 6 = 42)

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

34. (a) Define corporate communication

[OR]

(b) Delineate the impact of corporate culture in our day to day life.

35. (a) Elucidate the challenges faced in image building.

[OR]

(b) Delineate the important steps involved in organizing a conference.

36. (a) Explain the concept of crisis communication and its relevance to organizations.

[OR]

(b) Expound the various campaign planning strategies.

37. (a) Intricate the role of customer care executive in a corporate business.

[OR]

(b) Expound the key concepts of Communication Strategy.

38. (a) Discuss the concept of corporate social responsibility (CSR) communication.

[OR]

(b) Explain the concept of crisis communication and its relevance to organizations.

39. (a) Explicate the role of social media in corporate communication.

[OR]

(b) Explore the role of leadership in shaping the communication culture of an organization.

40. (a) Intricate the ethical consideration involved in business communication.

[OR]

(b) Write a short note on the ethical dilemmas faced by organizations during crises.