

N-2123**COURSE CODE****205921**

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2025
First Year - Second Semester
JOURNALISM AND MASS COMMUNICATION
THEORIES OF 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 not a feature of communication?
 - (a) It is a two-way process
 - (b) It requires a sender and receiver
 - (c) It always leads to understanding
 - (d) It can be verbal or non-verbal

2. What is the primary importance of communication in mass media?
 - (a) To entertain only
 - (b) To transmit messages effectively to large audiences
 - (c) To generate revenue
 - (d) To promote political parties

3. Which perspective emphasizes that media serves the interest of powerful economic and political groups?
 - (a) Marxist
 - (b) Functionalist
 - (c) Feminist
 - (d) Culturalist

4. The feminist perspective in media theory focuses on:
 - (a) Economic structures
 - (b) Gender representation and stereotyping
 - (c) Technological development
 - (d) Political propaganda

5. Who proposed the Gate-Keeping model of communication?
 - (a) Harold Lasswell
 - (b) David Manning White
 - (c) Wilbur Schramm
 - (d) Paul Lazarsfeld

N-2123

6. Gate-keeping in media refers to:
- (a)Controlling access to media equipment
 - (b)Filtering and selecting news before dissemination
 - (c)Managing audience feedback
 - (d)Monitoring advertising content
7. Which normative theory supports government control over media?
- (a)Libertarian Media Theory
 - (b)Authoritarian Media Theory
 - (c)Social Responsibility Theory
 - (d)Democratic Participant Theory
8. Cultivation theory is associated with:
- (a)Uses and Gratifications
 - (b)Long-term effects of television viewing
 - (c)News diffusion
 - (d)Propaganda techniques
9. Which theory explains human behaviour through observable actions and responses?
- (a)Psychoanalytical
 - (b)Behavioural
 - (c)Cognitive
 - (d)Humanistic
10. Psychoanalytical theories in communication are primarily based on the works of:
- (a)Carl Rogers
 - (b)Sigmund Freud
 - (c)B.F. Skinner
 - (d)Abraham Maslow

N-2123

11. Gestalt theory emphasizes:

- (a) Learning through reinforcement
- (c) Biological instincts

- (b) Perception as a whole rather than parts
- (d) Group dynamics

12. According to Gestalt theory, communication should focus on:

- (a) Fragmented information
- (c) Repetition of messages

- (b) Holistic understanding
- (d) Individual interpretation only

13. Who introduced the concept of Agenda Setting in media?

- (a) McCombs and Shaw
- (c) Gerbner and Marvasti

- (b) Lippmann and Lazarsfeld
- (d) Baran and Davis

14. The cultural norms theory suggests that:

- (a) Media creates new cultures
- (c) Media has no influence on culture

- (b) Media reflects and reinforces existing societal norms
- (d) Culture influences technology only

15. Which of the following best defines propaganda?

- (a) Objective reporting
- (c) Pure entertainment

- (b) Biased communication used to influence opinions
- (d) Scientific research

N-2123

16. Which technique involves using emotionally charged language to evoke fear or hatred?
- (a) Bandwagon
(b) Glittering generalities
(c) Card stacking
(d) Fear appeals
17. Gatekeeping occurs at which level of communication?
- (a) Intrapersonal
(b) Interpersonal
(c) Organizational
(d) Mass communication
18. Channel theories primarily focus on:
- (a) Message content
(b) Medium of transmission
(c) Audience psychology
(d) Source credibility
19. The view that technology shapes society independently is known as:
- (a) Social shaping of technology
(b) Technological determinism
(c) Cultural imperialism
(d) Diffusion theory
20. Social shaping of technology suggests that:
- (a) Technology evolves on its own
(b) Society influences how technology is developed and used
(c) Only experts use technology
(d) Technology is neutral

N-2123

21. Which theory suggests people learn behaviours by observing others in media?
- (a) Uses and Gratifications
(b) Cultivation Theory
(c) Social Learning Theory
(d) Agenda Setting
22. The social categories theory assumes that:
- (a) All audiences interpret media similarly
(b) Audiences react differently based on demographic factors
(c) Media has no effect on viewers
(d) Viewers passively accept all media messages
23. Which of the following is a function of mass media in society?
- (a) Entertainment only
(b) Surveillance of environment
(c) Profit-making
(d) Censorship
24. Public opinion is shaped largely by:
- (a) Personal conversations
(b) Mass media coverage
(c) Government policies alone
(d) Religious institutions
25. Political communication includes:
- (a) Entertainment shows
(b) News about elections and policies
(c) Advertisements
(d) Weather forecasts

N-2123

26. Political socialization begins:

- (a) At birth
- (b) During adolescence
- (c) Through family, school, and media
- (d) After voting age

27. Which of the following is a major criticism of Western communication theories in India?

- (a) They are too advanced
- (b) They do not consider local cultural contexts
- (c) They are easy to implement
- (d) They are outdated

28. Alternative communication in developing countries aims to:

- (a) Replace traditional media
- (b) Empower marginalized communities
- (c) Promote foreign values
- (d) Increase corporate profits

29. Participatory communication focuses on:

- (a) Top-down message flow
- (b) Community involvement in media
- (c) Government broadcasting
- (d) Commercial advertisements

30. The evolution of communication theories in developing countries often highlights:

- (a) Global homogenization
- (b) Local adaptation and context
- (c) Excessive technological dependence
- (d) Uniformity across regions

N-2123

31. Which theory examines how individuals use media to satisfy their needs?
- (a) Cultivation theory
(c) Gatekeeping theory
- (b) Uses and Gratifications theory
(d) Agenda-setting theory
32. The diffusion of innovations theory was popularized by:
- (a) Everett Rogers
(c) Noam Chomsky
- (b) Walter Lippmann
(d) Herbert Marcuse
33. Which of the following is an example of behavioural theory?
- (a) Freudian theory
(c) Humanistic approach
- (b) Classical conditioning
(d) Constructivist theory

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the various types of communication
- [OR]
- (b) Explain the barriers and scope of communication.
35. (a) Elaborate on Marxist perspectives in mass communication.
- [OR]
- (b) Discuss on the representation of women in mainstream media?
36. (a) Critically evaluate Gate-Keeping model in the digital media era.
- [OR]
- (b) Explain the psychoanalysis theory and the application of the theory in media analysis.
37. (a) Give details of normative theories.
- [OR]
- (b) Discuss about free press theory.
38. (a) Explain about uses and gratification theory.
- [OR]
- (b) Describe the key principles of behavioural theories in communication.
39. (a) Discuss the agenda setting theory.
- [OR]
- (b) Discuss diffusion of Innovation.
40. (a) Explain Social Learning theory.
- [OR]
- (b) Critically examine the public opinion and two step flow theory.

N-2123

N-2124**COURSE CODE****205922**

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2025.
First Year - Second Semester
JOURNALISM AND MASS COMMUNICATION
ADVERTISING AND PUBLIC RELATIONS
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which type of advertising uses the internet to reach consumers?
 - (a) Print advertising
 - (b) Broadcast advertising
 - (c) Outdoor advertising
 - (d) Digital advertising

2. When did modern advertising first begin?
 - (a) In the early 1800s
 - (b) In the mid-19th century
 - (c) In the late 19th century
 - (d) In the early 20th century

3. What is the primary goal of advertising?
 - (a) To inform consumers about products or services
 - (b) To persuade consumers to buy products or services
 - (c) To create a positive image for a company or brand
 - (d) All of the above

4. Which advertising channel allows for high visual and creative flexibility but can be costly?
 - (a) Outdoor advertising
 - (b) Radio advertising
 - (c) Print advertising
 - (d) Social media advertising

5. Which section of an advertisement typically includes testimonials or reviews?
 - (a) Headline
 - (b) Body copy
 - (c) Call to action
 - (d) Logo section

N-2124

6. Which type of advertising targets a specific geographical area and audience?
- (a) National advertising (b) Global advertising
(c) Local advertising (d) International advertising
7. Which element of an advertisement serves as a secondary headline, providing additional information?
- (a) Body copy (b) Logo
(c) Slogan (d) Subhead
8. Which type of advertising relies heavily on audio cues and storytelling?
- (a) Print advertising (b) Radio advertising
(c) Outdoor advertising (d) Social media advertising
9. Which of the following is NOT a part of the AIDA model in advertising?
- (a) Attention (b) Interest
(c) Desire (d) Acquisition
10. Which principle of design focuses on creating a sense of equilibrium in an advertisement layout?
- (a) Proportion (b) Emphasis
(c) Balance (d) Contrast

N-2124

11. Which advertising type focuses on targeting specific geographic locations for promotional purposes?
- (a)Local advertising (b)National advertising
(c)Global advertising (d)Regional advertising
12. Which advertising type involves using video content on platforms like YouTube or Vimeo?
- (a)Display advertising (b)Broadcast advertising
(c)Social media advertising (d)Video advertising
13. Which of the following is considered a traditional advertising medium?
- (a)Social media (b)Television
(c)Influencer marketing (d)Search engine optimization
14. Which of these is an example of out-of-home advertising?
- (a)Facebook ads (b)Radio commercials
(c)Billboards (d)Email marketing
15. What is the primary goal of visualization advertising?
- (a)To increase brand awareness (b)To reduce production costs
(c)To limit customer engagement (d)To decrease market reach

N-2124

16. Which platform is often utilized for immersive visualization advertising experiences?

- (a) Radio
- (b) Augmented Reality (AR)
- (c) Television
- (d) Newspaper

17. Which element is crucial for effective storytelling in visualization advertising?

- (a) Random plot developments
- (b) Lack of character depth
- (c) Emotional connection
- (d) Limited context

18. What is the term for the process of systematically creating and managing a brand to create an emotional connection with consumers?

- (a) Brand association
- (b) Brand positioning
- (c) Brand equity
- (d) Brand management

19. Which term refers to the deliberate attempt to shape public perception by disseminating information through various channels?

- (a) Crisis management
- (b) Publicity
- (c) Spin doctoring
- (d) Media blackout

20. What does the acronym "ROI" stand for in PR management?

- (a) Return on Investment
- (b) Reach of Information
- (c) Reputation of Industry
- (d) Relationship with Influencers

N-2124

21. What is the primary goal of a PR policy?

- (a) Increase sales
- (b) Enhance customer service
- (c) Manage reputation and perception
- (d) Lower production costs

22. Which platform is commonly used for real-time communication during a crisis in PR?

- (a) Email
- (b) Social Media
- (c) Television ads
- (d) Direct mail

23. What is the term for a planned, unpaid effort to influence public opinion through media coverage?

- (a) Advertising
- (b) Publicity
- (c) Sponsorship
- (d) Sales Promotion

24. Which of the following is a key responsibility of a PR officer?

- (a) Inventory management
- (b) Sales forecasting
- (c) Crisis management
- (d) Facilities maintenance

25. How does a PR officer use communication skill?

- (a) To write computer code
- (b) To negotiate contracts
- (c) To analyze data trends
- (d) To craft press releases and speeches

N-2124

26. What is the significance of media relations for a PR officer?
- (a)It helps in payroll management (b)It aids in employee training
(c)It assists in building and managing public image (d)It supports product design
27. The primary focus of the International Association of Business Communicators (IABC) is to:
- (a)Advocate for PR legislation (b)Provide resources for internal communicators
(c)Promote ethical standards in PR campaigns (d)Offer crisis communication training
28. The Public Relations Consultants Association (PRCA) is primarily based in:
- (a)The United States (b)Africa
(c)Asia (d)Europe
29. The International Public Relations Association (IPRA) emphasizes:
- (a)Advocacy for PR professionals (b)Global public relations standards
(c)PR education for students (d)Internal communications strategies
30. What technique involves using micro-influencers to target niche audiences in PR campaigns?
- (a)Macro-targeting (b)Nano-marketing
(c)Micro-targeting (d)Mini-segmentation

N-2124

31. Which PR trend emphasizes transparency and honesty in communication?
- (a)Crisis management (b)Authentic storytelling
(c)Influencer partnerships (d)Stealth marketing
32. What is the term used for a strategic communication process that builds mutually beneficial relationships between organizations and their publics?
- (a)Advertising (b)Marketing
(c)Public relations (d)Branding
33. Which ethical principle emphasizes providing accurate and balanced information?
- (a)Objectivity (b)Integrity
(c)Advocacy (d)Transparency

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the challenges involved in identifying the target audience in advertising.
[OR]
(b) Elucidate the key considerations in media planning for an advertising campaign.
35. (a) Analyze the role of government regulations in advertising.
[OR]
(b) Discuss the primary functions of public relations in an organizational success.
36. (a) Describe the importance of press notes and newsletters in public relations.
[OR]
(b) Evaluate the impact of social media on advertising strategies.
37. (a) Analyze how globalization has influenced advertising strategies and messages?
[OR]
(b) Examine how public relations contribute to brand building and management?
38. (a) Identify and discuss the current trends in digital advertising.
[OR]
(b) Explain the importance of community relations in public relations strategies.
39. (a) Compare and contrast the goals and approaches of public relations and advertising.
[OR]
(b) Analyze the impact of social media on the practice of public relations.
40. (a) Define the importance Integrated Marketing Communications (IMC).
[OR]
(b) Identify and discuss three emerging trends in advertising and public relations.

N-2124

N-2125**COURSE CODE****205923**

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2025
First Year - Second Semester
JOURNALISM AND MASS COMMUNICATION
AUDIO PRODUCTION
(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 NOT a common radio format?

(a) News/Talk

(b) Classical Music

(c) Documentary Only

(d) Sports

2. What is the primary function of a radio format?

(a) To increase advertising costs

(b) To define the style and content of programming

(c) To limit audience reach

(d) To reduce production time

3. When did radio broadcasting begin in India?

(a) 1920s

(b) 1930s

(c) 1940s

(d) 1950s

4. Which technology allows for high-fidelity sound transmission in radio?

(a) AM

(b) FM

(c) USB

(d) DSL

5. What does multi-track recording allow a producer to do?

(a) Record all sounds at once

(b) Record and edit individual audio elements separately

(c) Reduce microphone sensitivity

(d) Broadcast directly without editing

N-2125

6. Which of the following is an essential part of a radio studio setup?
- (a) Video camera
(b) Mixing console
(c) Printer
(d) Scanner
7. In radio, what is the "spoken word" primarily used for?
- (a) Background music
(b) Interviews and discussions
(c) Sound effects
(d) Silence
8. Which of the following best describes a radio feature?
- (a) Short entertainment piece
(b) In-depth presentation on a topic
(c) Daily weather report
(d) Advertisement jingle
9. Which type of radio programme is designed specifically for school-going children?
- (a) Youth magazine
(b) Educational radio
(c) Talk show
(d) FM Top 40
10. Programmes for rural audiences often focus on:
- (a) Fashion trends
(b) Agriculture and local development
(c) Stock market updates
(d) Celebrity gossip

N-2125

11. What is a key principle of news writing in public service broadcasting?
- (a) Sensationalism
(b) Objectivity and accuracy
(c) Entertainment over facts
(d) Personal opinion
12. How is private radio news different from public service broadcasting news?
- (a) It is always more accurate
(b) It may focus more on entertainment and ratings
(c) It avoids interviews
(d) It uses only official sources
13. Who among the following contributes news to radio on a freelance basis?
- (a) Studio engineer
(b) Stringer
(c) Ad salesperson
(d) IT technician
14. What is a key element of effective disaster coverage on radio?
- (a) Avoiding real-time updates
(b) Providing timely and verified information
(c) Playing music continuously
(d) Broadcasting rumours for discussion
15. Which stage of production involves final editing and mixing?
- (a) Pre-production
(b) Production
(c) Post-production
(d) Budgeting

N-2125

16. What is a key factor in economic production management?
- (a) Maximizing staff numbers
(b) Minimizing cost while maintaining quality
(c) Ignoring deadlines
(d) Using expensive equipment only
17. Which of the following is considered a direct cost in radio production?
- (a) Office rent
(b) Talent fees
(c) Administrative salaries
(d) Electricity bill
18. What is human resource development in radio production focused on?
- (a) Reducing staff
(b) Enhancing skills and productivity
(c) Increasing hardware purchases
(d) Cutting broadcast hours
19. Which of the following is an example of modern radio innovation?
- (a) Community Radio
(b) Analog tape recorders
(c) Morse code
(d) Paper scripts
20. What is a campus radio station primarily used for?
- (a) National broadcasting
(b) Educational and training purposes
(c) Advertising luxury goods
(d) International news

N-2125

21. Which of the following refers to the range of audible frequencies in radio?
- (a) Colour spectrum
(b) Sound spectrum
(c) Light spectrum
(d) Heat spectrum
22. EQ in audio production stands for:
- (a) Equal Quality
(b) Equalization
(c) Equilibrium
(d) Equal Time
23. Which software is commonly used for professional audio editing in radio?
- (a) Microsoft Word
(b) Audacity
(c) Photoshop
(d) Excel
24. What is the purpose of reverb in sound design?
- (a) To reduce volume
(b) To simulate space and depth
(c) To remove background noise
(d) To compress files
25. Which process involves combining multiple audio tracks into one?
- (a) Recording
(b) Mixing
(c) Scripting
(d) Scheduling

N-2125

26. What is mastering in the context of audio production?

- (a) Initial recording
- (c) Hiring voice artists

- (b) Final enhancement before distribution
- (d) Creating storyboards

27. Which of the following is a digital audio file format?

- (a).txt
- (c).docx

- (b).wav
- (d).xls

28. What does DYNMS stand for in audio processing?

- (a) Dynamic Noise Modulation System
- (c) Digital Yielding Noise Management System

- (b) Dynamics Processing
- (d) Data Yielding Network Media Stream

29. What is the full form of FM in radio?

- (a) Frequency Mode
- (c) Fixed Modulation

- (b) Frequency Modulation
- (d) Field Monitoring

30. Which type of microphone is most suitable for studio recording?

- (a) Dynamic
- (c) Ribbon

- (b) Condenser
- (d) Wireless

N-2125

31. What is a key advantage of community radio?
- (a) National coverage
(b) Local relevance and participation
(c) High-budget productions
(d) Commercial advertising
32. Which of the following is a pre-production task in radio?
- (a) Editing
(b) Research and scriptwriting
(c) Mixing
(d) Mastering
33. What is the final stage in audio production called?
- (a) Recording
(b) Mastering
(c) Interviewing
(d) Scripting

PART - B

(7 X 6 = 42)

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

34. (a) Explain the different formats of radio programming with examples.
- [OR]
- (b) Discuss the historical development of radio journalism in India.
35. (a) Describe the techniques involved in multi-track recording and its advantages.
- [OR]
- (b) Elaborate on the role of spoken word in radio formats.
36. (a) What are the key principles of news writing in public service broadcasting?
- [OR]
- (b) How are special audience programmes tailored for different groups?
37. (a) Discuss the responsibilities of a freelance stringer in radio news.
- [OR]
- (b) Explain the importance of disaster coverage in radio journalism.
38. (a) Outline the stages of radio production and their significance.
- [OR]
- (b) Analyse the factors involved in budgetary planning for radio production.
39. (a) Discuss the innovations in radio communication and their impact on society.
- [OR]
- (b) Explain how campus and community radio stations contribute to media education.
40. (a) Describe the use of EQ, Reverb, and SFX in audio production.
- [OR]
- (b) Evaluate the role of digital technology in modern radio production.

N-2125

N-2126**COURSE CODE****205924**

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2025
First Year - Second Semester
JOURNALISM AND MASS COMMUNICATION
VIDEO PRODUCTION
(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 NOT a stage of video production?

- (a)Pre-production
(c)Post-production

- (b)Production
(d)Pre-visualization

2. What is the primary goal of video production?

- (a)To generate profit
(c)To replace print media

- (b)To communicate a message effectively through visuals
and sound
(d)To entertain only

3. When was the first motion picture camera developed?

- (a)1880s
(c)1900s

- (b)1890s
(d)1910s

4. Who is known as the father of Indian cinema?

- (a)Satyajit Ray
(c)V. Shantaram

- (b)Dadasaheb Phalke
(d)Raj Kapoor

5. Which camera shot is used to show the entire body of a character?

- (a)Close-up
(c)Long shot

- (b)Medium shot
(d)Extreme close-up

N-2126

6. What does the term "tracking shot" refer to?
- (a) A still shot
(b) A moving shot following the subject
(c) A zoomed-in shot
(d) A jump cut
7. What is the purpose of a key light in three-point lighting?
- (a) To eliminate shadows
(b) To be the primary source of illumination
(c) To backlight the subject
(d) To soften the overall image
8. Which type of lighting is used to create dramatic shadows and mood?
- (a) High-key lighting
(b) Low-key lighting
(c) Fill lighting
(d) Backlighting
9. Which of the following is NOT a type of sound in video production?
- (a) Diegetic sound
(b) Non-diegetic sound
(c) Ambient noise
(d) Chromatic sound
10. What is the function of a boom microphone?
- (a) To record background music
(b) To capture dialogue from a distance
(c) To amplify audience reactions
(d) To mix sound live

N-2126

11. What is the purpose of a cut in video editing?
- (a) To add special effects
(b) To transition between two shots instantly
(c) To slow down the pace
(d) To fade in/out
12. Which editing software is widely used in professional video production?
- (a) Microsoft Word
(b) Adobe Premiere Pro
(c) Excel
(d) Photoshop
13. What is a storyboard used for in video production?
- (a) To plan sound effects
(b) To visually outline the sequence of shots
(c) To write the final script
(d) To design costumes
14. Which of the following is NOT a part of a video script?
- (a) Scene description
(b) Dialogue
(c) Shot list
(d) Budget estimate
15. Which of the following is a key element of pre-production?
- (a) Final editing
(b) Location scouting
(c) Colour grading
(d) Sound mixing

N-2126

16. What is a call sheet used for?
- (a) Recording audience feedback
 - (b) Listing the schedule and crew details
 - (c) Managing the budget
 - (d) Writing the script
17. What does a line producer manage during production?
- (a) Lighting setup
 - (b) Budget and scheduling
 - (c) Casting
 - (d) Post-production
18. Which of the following is a responsibility of the director?
- (a) Handling the camera
 - (b) Guiding the actors and overall vision
 - (c) Editing the footage
 - (d) Managing the budget
19. Which process involves assembling recorded footage into a coherent sequence?
- (a) Sound design
 - (b) Editing
 - (c) Lighting
 - (d) Scripting
20. What is colour grading used for in post-production?
- (a) To improve audio clarity
 - (b) To enhance visual tone and mood
 - (c) To write subtitles
 - (d) To add special effects

N-2126

21. Which software is commonly used for motion graphics?
- (a) Final Cut Pro
(b) Adobe After Effects
(c) Logic Pro
(d) Lightroom
22. What does VFX stand for?
- (a) Video Effects
(b) Visual Effects
(c) Virtual Effects
(d) Voice Effects
23. Which of the following is a legal requirement when using someone's image in a video?
- (a) Copyright notice
(b) Model release
(c) Creative Commons license
(d) Trademark approval
24. What is the purpose of a copyright notice in video production?
- (a) To allow free use
(b) To protect intellectual property
(c) To promote piracy
(d) To reduce production cost
25. Which of the following is a key feature of a documentary?
- (a) Fictional storyline
(b) Real-life subject matter
(c) High-budget production
(d) Celebrity actors

N-2126

26. What is the role of a narrator in a documentary?

- (a) To act in the film
- (c) To edit the footage

- (b) To provide commentary and context
- (d) To manage the budget

27. Which platform is used for online streaming of video content?

- (a) DVD
- (c) VHS

- (b) YouTube
- (d) Cassette

28. What is the purpose of encoding in video distribution?

- (a) To compress and format for playback
- (c) To write the script

- (b) To enhance lighting
- (d) To cast actors

29. What is the aspect ratio of standard HD video?

- (a) 4:3
- (c) 1:1

- (b) 16:9
- (d) 2:3

30. What is a storyboard primarily used for?

- (a) Budgeting
- (c) Sound design

- (b) Visual planning of shots
- (d) Location scouting

N-2126

31. Which of the following is a pre-production task?

(a)Editing

(b)Scriptwriting

(c)Mixing

(d)Mastering

32. What is the final stage of video production called?

(a)Shooting

(b)Post-production

(c)Rehearsing

(d)Casting

33. Which file format is commonly used for high-quality video editing?

(a).mp3

(b).mov

(c).jpg

(d).png

PART - B

(7 X 6 = 42)

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

34. (a) Explain the importances of script in video production.

[OR]

(b) Discuss the various planning during pre-production.

35. (a) Describe the role of production crews.

[OR]

(b) Explain the different types of lighting

36. (a) Elaborate the differences between indoor and outdoor production.

[OR]

(b) Discuss the role of an art director.

37. (a) Explain the various digital file formats and its significances in video production.

[OR]

(b) Describe the linear and nonlinear editing.

38. (a) Discuss the importances of field works and research in documentary production.

[OR]

(b) Explain the use of story board in video production.

39. (a) Discuss functions of MCR and PCR in television station.

[OR]

(b) Differentiate single camera versus multi camera productions.

40. (a) Examine the role of floor manager.

[OR]

(b) List out various equipment used for video production.

N-2126

N-2127**COURSE CODE****205931**

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2025.
Second Year - Third Semester
JOURNALISM AND MASS COMMUNICATION
GRAPHIC COMMUNICATION
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. What is the primary purpose of a good design?

(a)To decorate content

(b)To follow trends

(c)To communicate messages effectively

(d)To reduce production costs

2. Which of the following is considered a fundamental principle of design?

(a)Storage

(b)Balance

(c)Fabrication

(d)Expansion

3. What is the first stage in the design process?

(a)Evaluation

(b)Ideation

(c)Research and analysis

(d)Finalizing layout

4. Which term describes the arrangement of design elements to form a cohesive visual?

(a)Composition

(b)Segmentation

(c)Fragmentation

(d)Isolation

5. Which is NOT a basic component in visual communication design?

(a)Text

(b)Audio

(c)Colour

(d)Graphics

N-2127

6. Typography primarily deals with the
- (a) Placement of visuals
 - (b) Use of colors
 - (c) Style and appearance of text
 - (d) Editing of images
7. What is an essential criterion when selecting visuals for a design?
- (a) Size
 - (b) Relevance
 - (c) Source location
 - (d) Camera brand
8. One major principle of editing pictures is to
- (a) Blur backgrounds
 - (b) Reduce file size
 - (c) Increase saturation
 - (d) Emphasize focal points
9. What does color psychology focus on?
- (a) Color mixing techniques
 - (b) Emotional responses to colors
 - (c) Ink selection in printing
 - (d) Monitor calibration
10. Which of these is considered an ethical issue in design?
- (a) Using color gradients
 - (b) Cropping images
 - (c) Plagiarizing photographs
 - (d) Designing with text

N-2127

11. What is the purpose of a master page in layout design?
- (a) To store unused content
 - (b) To define recurring layout elements
 - (c) To save final outputs
 - (d) To preview animations
12. The dummyming process refers to
- (a) Creating low-resolution images
 - (b) Designing rough layout drafts
 - (c) Rewriting headlines
 - (d) Selecting typography fonts
13. What is a common architectural element in a newspaper front page?
- (a) Watermark
 - (b) Classified ads
 - (c) Masthead
 - (d) Video banner
14. Opinion pages in a publication are designed to
- (a) Display only facts
 - (b) Show advertisements
 - (c) Contain obituaries
 - (d) Present editorial viewpoints
15. A feature page typically includes content related to
- (a) Lifestyle and entertainment
 - (b) Corporate memos
 - (c) Breaking news
 - (d) Legal notices

N-2127

16. Which section in a newspaper would most likely feature recipes?

(a) Editorial

(c) Food and features

(b) Fashion

(d) Business

17. A newsletter is best categorized as a tool for

(a) Internal public relations

(c) Gaming updates

(b) Web development

(d) Financial audits

18. A logo design primarily contributes to

(a) Price setting

(c) Product logistics

(b) Brand identity

(d) Website traffic

19. Which of the following would be considered collateral material?

(a) Software manuals

(c) Business cards

(b) Internal memos

(d) Court documents

20. Product packaging design influences

(a) Shelf placement

(c) Taxation

(b) Consumer perception

(d) Factory output

N-2127

21. What is an example of hospitality branding material?

- (a) Menu card
- (c) Legal invoice

- (b) Sales contract
- (d) IT policy

22. Which of these is typically part of promotional material?

- (a) Memo
- (c) Brochure

- (b) Receipt
- (d) Email signature

23. Which of the following is a direct input device?

- (a) Monitor
- (c) Printer

- (b) Scanner
- (d) Speaker

24. Raster scan displays work by

- (a) Drawing vector lines
- (c) Refreshing images line by line

- (b) Emitting magnetic pulses
- (d) Reading optical disks

25. Which file format supports image compression and is commonly used for photos?

- (a) TXT
- (c) DOC

- (b) JPEG
- (d) HTML

N-2127

26. Region filling algorithms are mainly used in

- (a) Vector modeling
- (c) 2D raster graphics

- (b) Texture wrapping
- (d) Audio encoding

27. Which format is widely used for storing graphic animation files?

- (a).docx
- (c).xls

- (b).pdf
- (d).gif

28. Postscript files are primarily used for

- (a) Animating graphics
- (c) Desktop publishing

- (b) Web development
- (d) Software programming

29. A ruled surface is formed by moving a

- (a) Plane along a circle
- (c) Point through a volume

- (b) Line along a curve
- (d) Sphere through a rectangle

30. What is a key feature of parametric curves?

- (a) Random motion
- (c) Created only through 3D scans

- (b) Defined using algebraic variables
- (d) Limited to raster formats

N-2127

31. What is the primary purpose of 3D transformation in graphics?
- (a) Adjust frame rate
(b) Manage file storage
(c) Alter object orientation and scale
(d) Enhance brightness
32. Hidden surface removal is necessary to
- (a) Display only the nearest objects
(b) Reduce file size
(c) Flatten 3D images
(d) Highlight backgrounds
33. Depth of field in 3D graphics helps to
- (a) Increase resolution
(b) Blur irrelevant objects
(c) Track animation frames
(d) Store polygon data

PART - B

(7 X 6 = 42)

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

34. (a) Explain the principles of effective graphic design and how they contribute to visual communication success.
- [OR]
- (b) Discuss the various layout stages in the design process. How do these stages influence the final output?
35. (a) Analyze the role of typography in design. How does type choice affect the readability and tone of a visual composition?
- [OR]
- (b) Describe the different categories of visuals used in media design. What criteria should guide the selection and editing of images?
36. (a) Explain the ethical considerations in using photography for design purposes. Include examples of ethical and unethical practices.
- [OR]
- (b) Outline the importance of using style sheets and templates in publication design. How do these elements ensure consistency?
37. (a) Describe the architectural components of a newspaper. How does the layout differ between front page, editorial page, and inside pages?
- [OR]
- (b) What are the key elements involved in designing lifestyle or feature pages in magazines? Give examples from food or fashion sections.
38. (a) Discuss the design process for creating identity materials such as logos, newsletters, and letterheads. Why is consistency important?
- [OR]
- (b) Describe the types of branding and promotional materials used in the hospitality sector. How does design influence consumer perception?
39. (a) Explain the functions of direct input devices in graphic communication. Provide examples of cursor and screen interaction devices.
- [OR]
- (b) Describe the scan conversion process used in 2D raster graphics. How is it applied to polygons and region filling?

40. (a) Explain the parametric representation of curves and surfaces. Why is it important in modeling complex design forms?

[OR]

- (b) Describe the techniques used in removing hidden lines and surfaces in 3D graphics. How do lighting and depth of field enhance realism?

N-2127

N-2128

COURSE CODE

205932

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2025
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. Which of the following is a key element of scientific research?

(a) Intuition

(b) Observation

(c) Persuasion

(d) Assumption

2. Communication theories in research are used to:

(a) Replace scientific methods

(b) Validate grammar rules

(c) Explain the process and effects of communication

(d) Describe historical events

3. The primary function of communication research is to:

(a) Generate knowledge about communication processes

(b) Promote consumer products

(c) Entertain audiences

(d) Reduce production costs

4. Applied research is mainly concerned with:

(a) Developing new theories

(b) Understanding philosophical ideas

(c) Enhancing artistic expression

(d) Solving practical problems

5. Which of the following describes a longitudinal study?

(a) One-time survey

(b) Observation over a short period

(c) Study conducted over a long period

(d) Study with no time element

N-2128

6. A quasi-experimental design differs from a true experiment because:
- (a) It always uses random sampling
 - (b) It lacks random assignment
 - (c) It is purely observational
 - (d) It doesn't use any control variables
7. Content analysis is best used to:
- (a) Study numerical data
 - (b) Analyze textual or media content
 - (c) Perform experiments
 - (d) Evaluate physical objects
8. Which method involves detailed examination of a single case?
- (a) Survey
 - (b) Panel study
 - (c) Case study
 - (d) Focus group
9. A people meter is used in research to:
- (a) Count foot traffic in public places
 - (b) Measure audience viewing behavior
 - (c) Conduct phone interviews
 - (d) Monitor internet activity
10. Which method gathers data through discussion in a group setting?
- (a) Case study
 - (b) Diary method
 - (c) Focus group
 - (d) Benchmark study

N-2128

11. What is sampling error?

- (a) Difference between sample and population due to chance
- (b) Data entry mistake
- (c) Faulty questionnaire design
- (d) Misuse of statistical tools

12. The main goal of random sampling is to:

- (a) Select respondents based on preference
- (b) Improve the quality of visuals
- (c) Ensure equal chance for each member
- (d) Reduce data volume

13. Non-statistical data analysis method includes:

- (a) Regression
- (b) Historical analysis
- (c) ANOVA
- (d) Chi-square

14. Coding in data analysis refers to:

- (a) Programming software
- (b) Writing in binary
- (c) Classifying data into categories
- (d) Encrypting data

15. A bi-variate analysis deals with:

- (a) One variable
- (b) Three or more variables
- (c) Two variables
- (d) No variables

N-2128

16. A parametric test assumes:

- (a) No distribution shape
- (c) Only ordinal data

- (b) Known population parameters
- (d) Only qualitative data

17. The mean is a:

- (a) Measure of dispersion
- (c) Reliability test

- (b) Measure of central tendency
- (d) Measurement level

18. SPSS is primarily used for:

- (a) Website development
- (c) Statistical data analysis

- (b) Drawing diagrams
- (d) Audio editing

19. Audience surveys help in:

- (a) Making graphic designs
- (c) Developing TV commercials

- (b) Measuring public opinion
- (d) Translating scripts

20. Ethical research practice involves:

- (a) Manipulating results
- (c) Ensuring informed consent

- (b) Concealing participant identities
- (d) Copying others' work

N-2128

21. Purposive sampling selects subjects based on:

- (a) Researcher's judgment
- (c) Random selection

- (b) Probability
- (d) Public opinion

22. An interview as a data collection method is:

- (a) Inflexible
- (c) Unreliable

- (b) Quantitative
- (d) Interactive and flexible

23. Standard deviation measures:

- (a) Central location
- (c) Frequency

- (b) Variation from the mean
- (d) Relationships

24. Chi-square is used to test:

- (a) Relationship between means
- (c) Central tendency

- (b) Association between categorical variables
- (d) Descriptive history

25. Correlation shows:

- (a) Frequency
- (c) Relationship between two variables

- (b) Percentage
- (d) Central tendency

N-2128

26. Bar graphs are useful for presenting:

(a)Text

(c)Categorical data

(b)Audio

(d)Case studies

27. A research proposal typically includes:

(a)TV scripts

(c)Final results

(b)Abstract and objectives

(d)Graphs only

28. Style in report writing refers to:

(a)Statistical method

(c)Formatting and tone

(b)Visual design

(d)Data encryption

29. A hypothesis in research is:

(a)A philosophical statement

(c)A testable prediction

(b)A conclusion

(d)A scientific law

30. Observation method is best when:

(a)Data is hidden

(c)Research is online

(b)Behavior is visible

(d)Interviews are impossible

N-2128

31. Representativeness in sampling ensures:

- (a) Reflects the population accurately
- (c) Lower accuracy

- (b) Better media design
- (d) Eliminates ethics

32. Multivariate analysis deals with:

- (a) Several variables simultaneously
- (c) One variable

- (b) Data types
- (d) Sample size only

33. Questionnaire design must consider:

- (a) Entertainment value
- (c) Clarity and simplicity

- (b) Repetitive wording
- (d) Abstract language

PART - B

(7 X 6 = 42)

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

34. (a) Define scientific research. Explain its main elements with examples

[OR]

(b) Discuss the contribution of communication theories in designing research frameworks.

35. (a) Differentiate between basic and applied research with examples

[OR]

(b) Describe the scope and function of communication research in modern media.

36. (a) Explain the key components of research design.

[OR]

(b) Write short notes on longitudinal studies and panel studies.

37. (a) Describe survey and observation methods used in communication research

[OR]

(b) Explain content analysis and its use in studying media content.

38. (a) List and describe different tools used for data collection in media studies.

[OR]

(b) Explain the focus group method and its advantages in research.

39. (a) What is the role of SPSS in communication research? Discuss its basic functions.

[OR]

(b) Explain central tendency and tests of reliability in media research.

40. (a) Describe the structure and essential components of a research report.

[OR]

(b) Explain the role of graphics and visuals in data presentation and interpretation.

N-2128

N-2129**COURSE CODE****205933**

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, DECEMBER 2025.
Second Year - Third Semester
JOURNALISM AND MASS COMMUNICATION
MEDIA LAWS AND ETHICS
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks
(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. Which Article of the Indian Constitution guarantees the Freedom of Speech and Expression?

(a) Article 14
(b) Article 19(1)(a)
(c) Article 21
(d) Article 32
2. The Directive Principles of State Policy are found in which part of the Constitution?

(a) Part IV
(b) Part II
(c) Part V
(d) Part I
3. What does the term "Contempt of Court" primarily protect?

(a) Right to protest
(b) Authority of the judiciary
(c) Freedom of speech
(d) Electoral integrity
4. Trademark laws are primarily concerned with:

(a) Creative expression
(b) Brand identity and logos
(c) Artistic performance
(d) Judicial decisions
5. The Press Council of India was established to:

(a) Regulate television content
(b) Monitor online media
(c) Maintain standards in print journalism
(d) Control news agencies

N-2129

6. Which act regulates the registration of newspapers in India?

(a) RTI Act

(c) Broadcasting Act

(b) Press and Registration of Books Act

(d) Cinematograph Act

7. The Official Secrets Act mainly deals with:

(a) Advertising standards

(c) Protection of sensitive government information

(b) Broadcasting rights

(d) Election procedures

8. The Right to Information Act was enacted in the year:

(a) 2002

(c) 2008

(b) 2005

(d) 2010

9. Which body frames the Code of Ethics for journalists in India?

(a) Press Council of India

(c) Parliament

(b) Election Commission

(d) Indian Broadcasting Federation

10. Press censorship typically applies during:

(a) Election campaigns

(c) Emergency situations

(b) Natural disasters

(d) Budget sessions

N-2129

11. Defamation becomes a criminal offense under:

- (a) Companies Act
- (c) RTI Act

- (b) Indian Penal Code
- (d) Media Regulation Act

12. Which section of IPC deals with sedition?

- (a) 124A
- (c) 302

- (b) 153B
- (d) 295A

13. Obscenity is addressed in which section of the IPC?

- (a) Section 377
- (c) Section 292

- (b) Section 499
- (d) Section 124

14. The Prasar Bharati Act was passed in the year:

- (a) 1997
- (c) 1989

- (b) 1990
- (d) 1992

15. Which act governs the certification of films in India?

- (a) Cable TV Regulation Act
- (c) Cinematograph Act

- (b) Press Council Act
- (d) IT Act

N-2129

16. GATT primarily focuses on:

- (a) Cyber security
- (c) Intellectual property

- (b) Trade liberalization
- (d) Election reforms

17. Cyber laws in India are covered under:

- (a) Patent Act
- (c) Information Technology Act

- (b) Prasar Bharati Act
- (d) Industrial Act

18. Cyber-crimes typically include:

- (a) Online identity theft
- (c) Manual theft

- (b) Electricity fraud
- (d) Physical assaults

19. Ethics in journalism demand:

- (a) Rapid reporting
- (c) Political alignment

- (b) Commercial success
- (d) Truthfulness and fairness

20. Media ethics primarily function to:

- (a) Guide professional behavior
- (c) Encourage profits

- (b) Regulate production
- (d) Enforce advertisements

N-2129

21. Which of the following is a theme in media ethics?
- (a) Cost-cutting (b) Breaking news speed
(c) Objectivity (d) Ratings competition
22. Which medium is most guided by the Advertising Standards Council of India (ASCI)?
- (a) Print (b) Outdoor
(c) Radio (d) All advertising media
23. A well-known case of media ethics violation in India involved:
- (a) Sports betting (b) Paid news
(c) Cinema piracy (d) Trademark disputes
24. Yellow journalism is characterized by:
- (a) Deep research (b) Neutral reporting
(c) Sensationalism (d) Investigative rigor
25. The Domestic Violence Act seeks to protect:
- (a) Journalists (b) Government employees
(c) Women in abusive relationships (d) Print media owners

N-2129

26. Ethical constraints are particularly important in:

- (a) Advertising
- (c) Film reviews

- (b) Investigative journalism
- (d) Financial reporting

27. The WIPO focuses on:

- (a) Broadcasting
- (c) Global copyright protection

- (b) Education
- (d) Military alliances

28. The IT Act, 2001 deals with:

- (a) Software marketing
- (c) Taxation of digital content

- (b) Online crimes and data protection
- (d) Broadcasting reforms

29. The concept "Right to Know" can conflict with:

- (a) Political speech
- (c) National security

- (b) Artistic creativity
- (d) Commercial advertising

30. Journalism ethics require a balance between:

- (a) Patriotism and factual reporting
- (c) Viewership and profit

- (b) Public interest and sensationalism
- (d) Speed and political bias

N-2129

31. Which council handles complaints related to broadcast content in India?
- (a) ASCI (b) Press Council
(c) Broadcast Content Complaints Council (d) Election Commission
32. A major ethical issue in Indian media has been:
- (a) Press freedom (b) Paid news
(c) Trademark filing (d) Government advertising
33. The primary role of press councils is to:
- (a) Supervise state-run media (b) Support public relations
(c) Enforce ethical standards (d) Publish news directly

PART - B

(7 X 6 = 42)

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

34. (a) Explain the constitutional provisions related to Freedom of Speech and Expression
- [OR]
- (b) Describe the role and importance of the Directive Principles of State Policy in shaping media laws.
35. (a) Define contempt of court and discuss its relevance in media reporting.
- [OR]
- (b) Differentiate between copyright, patent, and trademark with suitable media examples.
36. (a) Discuss the Press Council of India and its significance in regulating media
- [OR]
- (b) Outline the provisions of the Press and Registration of Books Act.
37. (a) Explain the ethical implications of press censorship during emergency situations.
- [OR]
- (b) Describe the role and importance of the Right to Information Act in journalism.
38. (a) Discuss criminal defamation and its legal implications for journalists
- [OR]
- (b) What are the legal provisions in Indian law concerning obscenity in media?
39. (a) Explain the major provisions of the Cinematograph Act and its importance
- [OR]
- (b) Write a short note on cybercrimes and their impact on digital journalism
40. (a) Explain the ethical challenges in reporting during violent or sensitive situations
- [OR]
- (b) Discuss the role of WIPO in protecting intellectual property rights in media.

N-2129

N-2130

COURSE CODE

205941

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, MAY 2026
Second Year - Fourth 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. The concept of 'sustainable development' emphasizes:

(a) Economic growth at any cost	(b) Balancing economic and social needs
(c) Development without any regulations	(d) Increasing industrialization only
2. Which is a widely accepted measure of human development?

(a) Human Development Index (HDI)	(b) Gross National Happiness (GNH)
(c) Per Capita Income alone	(d) Number of billionaires in a country
3. Development communication aims to:

(a) Spread rumours for social impact	(b) Control the public opinion strictly
(c) Use media to facilitate development goals	(d) Increase consumerism
4. Which of the following is NOT a function of development communication?

(a) Informing	(b) Persuading
(c) Manipulating	(d) Educating
5. The dominant paradigm of development was criticized for:

(a) Overemphasizing the role of mass media	(b) Encouraging rural participation
(c) Supporting indigenous knowledge systems	(d) Promoting cultural diversity

N-2130

6. The psychological variable model highlights:
- (a)The importance of traditional beliefs in resisting change
 - (b)The role of communication in shaping individual motivation
 - (c)The need for financial incentives only in development
 - (d)Rapid industrialization without considering social aspects
7. Cultural factors in development suggest that:
- (a)Societies should abandon traditions for progress
 - (b)Cultural values influence how development policies are received
 - (c)Development should only focus on economic factors
 - (d)Communication plays no role in social change
8. A key criticism of economic growth models is that they:
- (a)Don't focus enough on economic expansion
 - (b)Ignore social & environmental factors
 - (c)Encourage excessive government regulation
 - (d)Emphasize local traditions
9. The dominant paradigm assumes that mass media is:
- (a)Weak in influencing people
 - (b)Only relevant for entertainment purposes
 - (c)Independent of development processes
 - (d)A powerful tool for societal transformation
10. Which of the following is a critique of the powerful effects mode
- (a)It considers cultural diversity
 - (b)It emphasizes participatory development
 - (c)It promotes two-way communication
 - (d)It ignores audience interpretation

N-2130

11. Mass media plays a crucial role in modernization by:
- (a) Encouraging consumerism
 - (b) Disseminating new ideas and technologies
 - (c) Discouraging development efforts
 - (d) Preventing social change
12. The critique of modernization theory argues that it:
- (a) Overlooks cultural differences
 - (b) Promotes participatory approaches
 - (c) Encourages self-reliance
 - (d) Focuses only on grassroots movements
13. Which of the following is NOT a stage in the diffusion of innovation process?
- (a) Knowledge
 - (b) Persuasion
 - (c) Decision
 - (d) Rejection
14. Intermediate technology is best suited for:
- (a) High-tech industries
 - (b) Completely replacing traditional tools
 - (c) Small-scale local development
 - (d) Ignoring environmental concerns
15. The alternative paradigm of development communication stresses:
- (a) Commercial advertising
 - (b) One-way mass media influence
 - (c) Government-controlled media
 - (d) Bottom-up participation

N-2130

16. A major benefit of intermediate technology is that it:
- (a) Requires minimal resources
 - (b) Only benefits developed nations
 - (c) Relies entirely on external funding
 - (d) Disregards local knowledge
17. Traditional media in development is useful because it:
- (a) Connects with local culture and values
 - (b) Is obsolete and ineffective
 - (c) Focuses only on entertainment
 - (d) Disregard audience participation
18. Development support communication is mainly used for:
- (a) Political propaganda
 - (b) Marketing consumer products
 - (c) Promoting social and economic change
 - (d) Entertainment programs only
19. Popular participation in development means:
- (a) Excluding grassroots organizations
 - (b) Relying solely on government initiatives
 - (c) Depending on media for all solutions
 - (d) Involving local communities in decision-making
20. The Elawath Experiment was focused on:
- (a) Rural industrialization
 - (b) Community development
 - (c) Promoting digital communication
 - (d) Privatization of agriculture

N-2130

21. Who is considered the pioneer of the Community Development Program in India?
- (a) Mahatma Gandhi
(b) S K Dey
(c) Jawaharlal Nehru
(d) B R Ambedkar
22. The focus of the Nilokheri Experiment was on:
- (a) Urban planning
(b) High-tech industries
(c) Integrated rural development
(d) Foreign direct investment
23. The Kheda Communication Project was a pioneering effort in:
- (a) Community television broadcasting
(b) Print media expansion
(c) Mobile phone penetration
(d) Digital literacy programs
24. The Radio Rural Forum was initiated to:
- (a) Provide entertainment programs
(b) Educate and inform rural communities
(c) Promote political ideologies
(d) Expand the reach of advertisements
25. The Song and Drama Division of the Government of India is used for:
- (a) Managing print media publications
(b) Advertising consumer goods
(c) Broadcasting news programs
(d) Traditional folk performances to spread awareness

N-2130

26. Newspapers contribute to development communication by:
- (a) Disseminating government policies and social awareness
 - (b) Focusing only on entertainment news
 - (c) Restricting rural participation
 - (d) Avoiding public debates
27. Literacy campaigns in India have been supported by:
- (a) Radio and TV programs
 - (b) Billboard advertisements only
 - (c) Private cinema halls
 - (d) Political debates
28. The main goal of women empowerment programs in development communication is:
- (a) To provide equal opportunities for women
 - (b) To promote fashion trends
 - (c) To discourage economic independence
 - (d) To limit their access to education
29. A successful case study of development communication in India is:
- (a) Film promotions
 - (b) Reality TV shows
 - (c) Community Radio initiatives
 - (d) Private media advertising
30. Which international organization supports development communication projects?
- (a) FIFA
 - (b) UNESCO
 - (c) WTO
 - (d) NATO

N-2130

31. Which is an example of development support communication in family welfare?
- (a) Miss India Contest (b) Beti Bachao Beti Padhao
(c) Celebrity Award Shows (d) Luxury Car Advertisements
32. Traditional media like folk theatre has been used for:
- (a) Social awareness and education (b) Private business marketing
(c) Political advertisements (d) Selling luxury goods
33. Development communication in literacy campaigns has focused on:
- (a) Sarva Shiksha Abhiyan (b) Promoting celebrity brands
(c) Publishing fiction books (d) Discouraging education in rural areas

PART - B

(7 X 6 = 42)

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

34. (a) Explain about the dysfunctions of development with suitable examples.
[OR]
(b) Elaborate on various approaches to development communication.
35. (a) Explain the impact of psychological factors on development.
[OR]
(b) Describe the Cultural Factors Model and its importance in development.
36. (a) What are the main characteristics of the Dominant Paradigm of Communication?
[OR]
(b) Discuss the role of mass media in the modernization process.
37. (a) Exemplify the advantages of alternative paradigms of development.
[OR]
(b) Expound the significance of Development Support Communication with examples.
38. (a) Describe the Gandhi Metha model and its impact on India's development.
[OR]
(b) Explain the role of Rural Television in India's development.
39. (a) Expound the significance of NGOs in development communication.
[OR]
(b) Signify the role of Mass Media in women empowerment.
40. (a) How do NGOs contribute to development? Give examples.
[OR]
(b) Discuss the impact of Development Support Communication in health and family welfare.

N-2130

N-2131

COURSE CODE

205942

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, MAY 2026
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 communication device allows one-way messaging?
 (a)Pagers (b)Cellular phones
 (c)Landline phones (d)Satellite phones
2. Which of the following is NOT a feature of cellular telephony?
 (a)Wireless communication (b)Digital signal processing
 (c)Limited mobility (d)Call handover between towers
3. Which of the following is an example of Communication Technology?
 (a)Word processing software (b)Telephony and cellular networks
 (c)Spread sheet applications (d)Antivirus programs
4. What is the function of a pager in communication?
 (a)To provide two-way voice communication (b)To send and receive short messages
 (c)To browse the internet (d)To make video calls
5. Who controls the ownership and administration of the Internet?
 (a)Governments (b)ISPs
 (c)No single entity (d)United Nations

N-2131

6. What does ISP stand for?
- (a)Internet Service Provider
(c)Internet Subscription Plan
- (b)International Security Protocol
(d)Information Sharing Portal
7. WAP technology is primarily used for:
- (a)High-speed broadband
(c)LAN networking
- (b)Wireless Internet on mobile devices
(d)Optical fibre transmission
8. What protocol is commonly used for Internet communication?
- (a)FTP
(c)TCP/IP
- (b)HTTP
(d)SMTP
9. Which of the following is a dial-up protocol?
- (a)SLIP
(c)PPP
- (b)TCP/IP
(d)Both A and C
10. What does DNS stand for?
- (a)Digital Name System
(c)Domain Name System
- (b)Domain Network Server
(d)Data Navigation Server

N-2131

11. Which browser is NOT commonly used for web browsing?
- (a) Chrome (b) Firefox
(c) Notepad (d) Safari
12. What does m-commerce stand for?
- (a) Mobile commerce (b) Modern commerce
(c) Machine commerce (d) Managed commerce
13. Which of the following is NOT a form of e-commerce?
- (a) Online banking (b) Social media marketing
(c) E-auctions (d) Newspaper printing
14. What is the purpose of a website's Meta description?
- (a) To add images (b) To improve search engine ranking
(c) To store website data (d) To increase page load speed
15. Which of the following is NOT a way to promote a website?
- (a) Social media marketing (b) Search engine ranking
(c) Publishing duplicate content (d) Paid advertisements

N-2131

16. What does pay wall refer to in online journalism?
(a) A system requiring payment for news content
(b) Software used to block ads
(c) A type of online hacking method
(d) A legal barrier to prevent news leaks
17. Which is a key challenge of cyber journalism?
(a) High print costs
(b) Distribution of newspapers
(c) Fake news and misinformation
(d) Limited audience reach
18. Which legal framework deals with online privacy protection?
(a) ISP
(b) HTML
(c) HTTP
(d) GDPR
19. What does digital rights management (DRM) protect?
(a) Online advertisements
(b) Search engine results
(c) Software updates
(d) Copyrighted digital content
20. Which of the following is NOT a cultural effect of new media?
(a) Globalization of culture
(b) Preservation of traditional practices
(c) Instant access to diverse cultural content
(d) Creation of online communities

N-2131

21. Which of the following is an example of information-rich users?
- (a) People with limited or no internet access
(b) Individuals who actively engage in online research and digital content
(c) Communities relying only on newspapers for information
(d) People without mobile phones
22. ICTs for Development primarily focus on:
- (a) Improving technology for entertainment
(b) Enhancing digital marketing strategies
(c) Using information and communication technologies for social and economic growth
(d) Restricting access to information
23. The Right to Information (RTI) allows citizens to:
- (a) Access government-held information
(b) Block any online content they dislike
(c) Control media content production
(d) Restrict access to digital libraries
24. Which skill is necessary for effective negotiation?
- (a) Ignoring the other person's perspective
(b) Finding a mutually beneficial solution
(c) Avoiding compromise
(d) Dominating the discussion
25. Which of the following is NOT a key component of evaluative writing?
- (a) Analysing the strengths and weaknesses of a subject
(b) Expressing personal opinions without reasoning
(c) Providing evidence to support arguments
(d) Drawing conclusions based on analysis

N-2131

26. Effective product presentation requires:

- (a) Clear communication and persuasive language
- (b) Excessive technical jargon
- (c) Irrelevant personal opinions
- (d) Avoiding audience interaction

27. Which of the following is NOT a component of a news report?

- (a) Headline
- (b) Byline
- (c) Fictional elements
- (d) Lead paragraph

28. What should be included in a job application cover letter?

- (a) Personal details and career goals
- (b) A list of favourite books
- (c) Irrelevant hobbies
- (d) Unverified claims about achievements

29. What is an essential skill for conducting interviews?

- (a) Active listening
- (b) Speaking continuously without pauses
- (c) Ignoring the interviewee's responses
- (d) Asking only closed-ended questions

30. Online resources can be used for:

- (a) Extracting authentic materials for research
- (b) Avoiding traditional libraries
- (c) Spreading misinformation
- (d) Replacing direct communication

N-2131

31. Which of the following is NOT a component of creative writing?

- (a)Imagination (b)Structured storytelling
(c)Factual reports (d)Expressive language

32. Which of the following is an example of a prepositional phrase?

- (a)Running fast (b)On the table
(c)She sings beautifully (d)The cat sleeps

33. Extensive reading helps in:

- (a)Memorizing large texts (b)Improving vocabulary and comprehension
(c)Avoiding creative thinking (d)Reducing reading speed

PART - B

(7 X 6 = 42)

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

34. (a) Analyse the impact of cellular telephony on modern communication.

[OR]

(b) Discuss the structure and working of email and web services.

35. (a) Differentiate between SLIP, CSLIP, and PPP protocols.

[OR]

(b) Describe the function of HTTP and HTML in web development.

36. (a) Discuss the role of video conferencing in modern communication.

[OR]

(b) Deliberate on the major challenges in web page development

37. (a) Exemplify the role of feed marketing in online journalism.

[OR]

(b) Spell out the major security issues related to the Internet.

38. (a) Explain the concept of information-rich and information-poor societies.

[OR]

(b) Explain the role of ICTs in economic development.

39. (a) Explain the key techniques of argumentation and negotiation.

[OR]

(b) Explain the structure of a news report and its key elements.

40. (a) Discuss the key aspects of writing a job application and CV.

[OR]

(b) Explain the techniques for collecting data in content writing.

N-2131

N-2132

COURSE CODE

205943

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, MAY 2026
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 best defines Corporate Communication?

- | | |
|--|--|
| (a) Communication within the corporate office only | (b) Exchange of information between an organization and its stakeholders |
| (c) Advertising and marketing communication only | (d) Employee gossip and informal communication |

2. Which of the following is NOT a component of corporate communication?

- | | |
|----------------------------|---------------------------------|
| (a) Internal communication | (b) Public relations |
| (c) Financial reporting | (d) Personal social media posts |

3. Which of the following is an example of corporate citizenship?

- | | |
|---|--|
| (a) Exploiting natural resources for profit | (b) Engaging in ethical business practices |
| (c) Only focusing on shareholder profits | (d) Avoiding sustainability initiatives |

4. Philanthropy in corporate communication refers to:

- | | |
|--|--|
| (a) Making direct profits from charitable activities | (b) An organization's voluntary contributions to social causes |
| (c) A government mandate for CSR activities | (d) Only offering scholarships to students |

5. Image building in corporate communication focuses on:

- | | |
|--|--|
| (a) Creating a positive perception of the organization | (b) Avoiding interaction with stakeholders |
| (c) Limiting corporate communication efforts | (d) Ignoring customer opinions |

N-2132

6. A well-defined corporate identity helps in:

- (a) Confusing customers and stakeholders
- (c) Avoiding corporate social responsibility

- (b) Strengthening brand recognition and trust
- (d) Limiting employee engagement

7. Event management includes:

- (a) Concept planning, budgeting, and execution
- (c) Avoiding sponsorship opportunities

- (b) Ignoring event logistics
- (d) Excluding audience engagement

8. Why is conference management important for businesses?

- (a) It discourages brand building
- (c) It focuses only on internal meetings

- (b) It limits stakeholder participation
- (d) It helps in knowledge sharing and networking

9. What is a key function of disaster communication management?

- (a) Keeping employees uninformed to avoid panic
- (c) Stopping external communication entirely

- (b) Quickly addressing and mitigating potential risks
- (d) Avoiding accountability during disasters

10. Which of the following is an important aspect of crisis communication?

- (a) Delaying response until the crisis is over
- (c) Providing timely information to stakeholders

- (b) Ignoring media inquiries
- (d) Denying the existence of a crisis

N-2132

11. The art of persuasion in corporate communication involves:

- (a) Avoiding strategic planning
- (c) Ignoring audience concerns

- (b) Misleading customers for profit
- (d) Influencing stakeholders ethically

12. A key factor in campaign planning is:

- (a) Defining objectives and target audience
- (c) Ignoring competitor analysis

- (b) Avoiding budget planning
- (d) Limiting market research

13. A well-managed marketing campaign should:

- (a) Align with the company's goals
- (c) Ignore customer preferences

- (b) Be developed without any research
- (d) Focus only on short-term profits

14. Strategic planning in corporate communication helps in:

- (a) Defining long-term goals and objectives
- (c) Avoiding market research

- (b) Limiting decision-making processes
- (d) Reducing brand credibility

15. In communication strategy, 'Promotion' refers to:

- (a) The methods used to advertise and market a product
- (c) The physical distribution channels

- (b) The price of a product
- (d) Employee hiring processes

N-2132

16. Why is 'Price' important in communication strategy?

- (a) It should be set randomly
- (c) It determines product positioning in the market

- (b) It has no impact on consumer decisions
- (d) It is irrelevant to business strategy

17. A key benefit of CSR is:

- (a) Decreasing brand reputation
- (c) Reducing customer trust

- (b) Limiting business expansion
- (d) Improving community relations and sustainability

18. Corporate Social Responsibility (CSR) involves:

- (a) Only profit-making activities
- (c) Completely avoiding business regulations

- (b) Marketing strategies only
- (d) Ethical business practices benefiting society

19. Which of the following is NOT a best practice for crisis communication?

- (a) Transparency in communication
- (c) Providing false information to control narrative

- (b) Immediate response to the crisis
- (d) Appointing a spokesperson

20. A key objective of conflict resolution in an organization is to:

- (a) Escalate tensions for better decision-making
- (c) Encourage employees to avoid communication

- (b) Ensure a productive work environment
- (d) None of the above

N-2132

21. How has social media impacted corporate communication?

(a) It has made communication slower and less effective

(c) It has reduced the need for customer interaction

(b) It has provided companies with real-time engagement opportunities

(d) It has eliminated the role of traditional marketing

22. Which of the following is a key advantage of using social media in corporate communication?

(a) Limited customer reach

(c) Increased brand visibility and direct customer engagement

(b) Reduced need for reputation management

(d) Decreased importance of customer feedback

23. What is a major risk associated with social media in corporate communication?

(a) Enhanced customer relationships

(c) Increased brand loyalty

(b) Reduced competition in the market

(d) Rapid spread of misinformation

24. Which platform is most commonly used for corporate professional networking?

(a) TikTok

(c) LinkedIn

(b) Instagram

(d) Snapchat

25. An effective corporate social media strategy should include:

(a) Engaging content, crisis management, and brand consistency

(c) Posting random, unplanned content

(b) Ignoring negative feedback and customer complaints

(d) Avoiding interaction with followers

N-2132

26. Organizational communication includes:

- (a) Internal and external communication processes
- (b) Personal employee conversations only
- (c) Gossip and informal discussions
- (d) One-way top-down communication

27. A major challenge in corporate communication is:

- (a) Eliminating all forms of external communication
- (b) Excessive information sharing
- (c) Complete avoidance of media relations
- (d) Lack of transparency

28. Internal corporate communication primarily focuses on:

- (a) Engaging with customers and competitors
- (b) Communicating with employees and ensuring alignment with organizational goals
- (c) Advertising products on social media
- (d) Reducing communication between departments

29. The key to successful conference management is:

- (a) Efficient planning and engaging content
- (b) Disorganized event schedules
- (c) Ignoring audience participation
- (d) Limiting speaker selection

30. What is an essential component of event management?

- (a) Budgeting, venue selection and audience engagement
- (b) Avoiding promotional activities
- (c) Disregarding event objectives
- (d) Ignoring technological support

N-2132

31. Corporate culture refers to the :

- | | |
|---|--|
| (a) formal dress code policy of a company | (b) number of employees in an organization |
| (c) financial structure of a company | (d) shared values within an organization |

32. Corporate philanthropy includes:

- | | |
|--------------------------------------|--|
| (a) Donating funds for social causes | (b) Reducing CSR efforts |
| (c) Avoiding charitable activities | (d) Maximizing profits without community involvement |

33. International communication in corporations is important because:

- | | |
|---|---|
| (a) It helps businesses expand globally and interact with diverse markets | (b) It reduces the need for cross-cultural engagement |
| (c) It limits customer interactions | (d) It discourages multilingual communication |

PART - B

(7 X 6 = 42)

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

34. (a) Compare and contrast internal and external corporate communication.

[OR]

(b) Expound how can organizations effectively balance corporate culture and globalization?

35. (a) Discuss the importance of image building in corporate communication.

[OR]

(b) How can organizations use event management to enhance their corporate identity?

36. (a) What are the key functions of crisis and disaster communication management?

[OR]

(b) List out the steps involved in campaign planning and execution.

37. (a) Elucidate the significance of strategic planning in corporate campaigns.

[OR]

(b) What are the challenges in implementing a successful communication strategy?

38. (a) Discuss the different models of CSR and their applications.

[OR]

(b) Explain how can organizations rebuild trust after a crisis?

39. (a) Explicate the ethical concerns in corporate social media communication.

[OR]

(b) Discuss the challenges faced in maintaining employee engagement.

40. (a) Explain the differences between formal and informal communication in organizations.

[OR]

(b) Expound the importance of proactive communication in crisis prevention.

N-2132