

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

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which element of design is essential for guiding the viewer's eye?  
(a)Color (b)Balance  
(c)Line (d)Typography
2. A well-designed layout primarily aims to:  
(a)Fill every space with graphics (b)Communicate information clearly and effectively  
(c)Use as many colors as possible (d)Showcase artistic skills
3. In the context of graphic communication, what does “visual hierarchy” refer to?  
(a)The order of elements based on their importance (b)The use of colors in a design  
(c)The balance between text and images (d)The spacing between elements
4. The process of refining a design to meet the target audience's needs is known as:  
(a)Editing (b)Critiquing  
(c)Iteration (d)Finalization
5. Which of the following best describes "typography"?  
(a)The art of using color (b)The arrangement and appearance of text  
(c)The design of graphic elements (d)The layout of images

6. A significant aspect of effective color use in design is:
- (a)Random color selection
  - (b)Understanding color combinations and their impact
  - (c)Using only primary colors
  - (d)Avoiding bright colors
7. Ethical photography practices include:
- (a)Manipulating images for artistic effect
  - (b)Obtaining consent from subjects
  - (c)Using any image without permission
  - (d)Ignoring cultural sensitivities
8. The importance of color in publication design lies in its ability to:
- (a)Attract attention and evoke emotions
  - (b)Confuse readers
  - (c)Make the design more complex
  - (d)Limit the use of images
9. Master pages in publication design are primarily used for:
- (a)Creating a single page layout
  - (b)Maintaining consistency across multiple pages
  - (c)Editing images
  - (d)Finalizing content
10. Which of the following is typically found on the front page of a newspaper?
- (a)Opinion pieces
  - (b)Weather updates
  - (c)Major headlines and news stories
  - (d)Classified ads

11. Lifestyle pages in magazines often feature:

- |                       |   |
|-----------------------|---|
| (a) Technical reports | (b) Health, beauty, and travel articles |
| (c) Financial news    | (d) Legal issues                        |

12. The primary goal of newsletters in public relations is to:

- |                               |  |
|-------------------------------|--|
| (a) Distract from core issues | (b) Keep stakeholders informed and engaged |
| (c) Promote sales             | (d) Report on breaking news                |

13. A major advantage of using vector graphics over raster graphics is:

- |   |                                   |
|---|-----------------------------------|
| (a) They are easier to edit                   | (b) They are resolution-dependent |
| (c) They can be scaled without losing quality | (d) They are simpler to create    |

14. Which file format is commonly used for high-quality images in print?

- |          |          |
|----------|----------|
| (a) GIF  | (b) JPEG |
| (c) TIFF | (d) PNG  |

15. In 3D graphics, what does “depth of field” refer to?

- |                                 |   |
|---------------------------------|---|
| (a) The overall color scheme    | (b) The clarity of objects at various distances |
| (c) The arrangement of elements | (d) The brightness of the scene                 |

16. Which of the following is considered a direct screen interaction method?

- (a) Keyboard input
- (b) Mouse clicks
- (c) Touch gestures
- (d) Voice commands

17. The purpose of file formats like GIF and JPEG is to:

- (a) Increase design complexity
- (b) Store and compress image data
- (c) Simplify the printing process
- (d) Reduce color options

18. A common method to enhance the visual appeal of a design is through:

- (a) Overloading it with graphics
- (b) Using a limited color palette
- (c) Ignoring white space
- (d) Avoiding contrast

19. What is a key characteristic of raster graphics?

- (a) Made up of paths and shapes
- (b) Resolution independent
- (c) Comprised of pixels
- (d) Ideal for logos

20. Which principle of design refers to the consistent use of visual elements?

- (a) Balance
- (b) Unity
- (c) Contrast
- (d) Proximity

21. What is the function of a logo in branding?

- (a) To serve as a decorative element
- (b) To represent the identity of a brand
- (c) To confuse customers
- (d) To highlight product features

22. Which design component is essential for conveying information effectively?

- (a) Color
- (b) Typography
- (c) Imagery
- (d) All of the above

23. The process of translating a 2D design into 3D involves:

- (a) Scaling images
- (b) Creating depth and perspective
- (c) Adding color
- (d) Simplifying shapes

24. Which of the following statements about graphic design is true?

- (a) It only requires artistic skills.
- (b) It is purely subjective with no rules.
- (c) It combines creativity with problem-solving.
- (d) It is less important than technical skills.

25. Color combinations that create a sense of harmony are known as:

- (a) Discordant colors
- (b) Complementary colors
- (c) Analogous colors
- (d) Triadic colors

26. The role of alignment in design is to:

- (a) Create chaos
- (b) Establish a sense of order
- (c) Make designs complex
- (d) Increase text size

27. In publication design, a "dummy" refers to:

- (a) A finalized design
- (b) A prototype layout
- (c) A simple template
- (d) An unedited image

28. Effective use of white space in design helps to:

- (a) Create clutter
- (b) Improve readability and focus
- (c) Make the design boring
- (d) Distract the viewer

29. What is the primary use of business correspondence materials?

- (a) To entertain
- (b) To communicate professionally
- (c) To confuse clients
- (d) To showcase personal opinions

30. A significant characteristic of effective public relations materials is:

- (a) Complexity
- (b) Clear messaging
- (c) Decorative fonts
- (d) Overuse of images

31. Which type of page layout is used for presenting a collection of articles on a specific topic in magazines?

- (a) Editorial page
- (b) Feature page
- (c) Classified page
- (d) Front page

32. The inclusion of visuals in a publication primarily serves to:

- (a) Take up space
- (b) Enhance engagement and comprehension
- (c) Reduce the amount of text
- (d) Distract readers

33. What is the main objective of creating templates in publication design?

- (a) To limit creativity
- (b) To save time and ensure consistency
- (c) To confuse designers
- (d) To create a single style

PART - B

(7 X 6 = 42)

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

34. (a) What are the fundamental characteristics of a good design?

[OR]

(b) Describe the importance of visual hierarchy in graphic communication.

35. (a) How does understanding color theory enhance a designer's effectiveness?

[OR]

(b) What ethical considerations should photographers adhere to in their work?

36. (a) Discuss how color psychology influences consumer behavior in design.

[OR]

(b) Explain the significance of using templates in the publication design process.

37. (a) Identify the components that contribute to a newspaper's overall layout and design.

[OR]

(b) What are the defining features of lifestyle pages in magazine?

38. (a) What are the architectural components typically found in newspapers and magazines?

[OR]

(b) How do lifestyles and feature pages differ from other sections in a magazine?

39. (a) In what ways can branding materials contribute to effective public relations?

[OR]

(b) What are the differences between raster and vector graphics, and when should each be used?

40. (a) Explain the concept of 3D transformations and their significance in graphic design.

[OR]

(b) How does the perception of lighting affect the overall quality of a design?

**ONLINE PROGRAMME EXAMINATIONS**  
**M.A. DEGREE EXAMINATION, MAY 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. Research that focuses on understanding the underlying reasons and motivations is called:

(a) Quantitative research

(b) Qualitative research

(c) Descriptive research

(d) Historical research

2. The primary function of communication research is to:

(a) Develop new technologies

(b) Enhance media production

(c) Inform policy and practice

(d) Write academic papers

3. Which of the following is a key characteristic of basic research?

(a) Practical application

(b) Exploration of theories

(c) Data collection methods

(d) Immediate results

4. A key feature of experimental design is:

(a) Random assignment

(b) Observational data

(c) Historical context

(d) Survey responses

5. In a benchmark study, the main goal is to:

(a) Establish baseline performance

(b) Test new hypotheses

(c) Analyze existing literature

(d) Conduct observational research



6. A co-relational design primarily examines:
- (a) Cause and effect
  - (b) Relationships between variables
  - (c) Historical trends
  - (d) Single case studies
7. The census method in research refers to:
- (a) A sample of the population
  - (b) Data collected from a complete population
  - (c) Observational studies
  - (d) A systematic survey
8. Which method is best suited for studying a specific individual or group in depth?
- (a) Survey method
  - (b) Case study
  - (c) Content analysis
  - (d) Observation method
9. Content analysis is primarily used to:
- (a) Evaluate audience preferences
  - (b) Analyze media messages
  - (c) Measure viewer ratings
  - (d) Conduct interviews
10. What is a key advantage of online polls?
- (a) High cost
  - (b) Limited reach
  - (c) Instant data collection
  - (d) Difficult analysis

11. Sampling error occurs when:

- (a)The sample accurately represents the population
- (b)The sample is too large
- (c)The sample is not representative of the population
- (d)Random sampling is used

12. The purpose of random sampling is to:

- (a)Ensure every member has an equal chance of selection
- (b)Target specific demographic groups
- (c)Simplify data collection
- (d)Minimize sample size

13. Which of the following is a method for data analysis?

- (a)Data collection
- (b)Literature review
- (c)Data tabulation
- (d)Sampling

14. Non-statistical analysis primarily focuses on:

- (a)Quantitative measures
- (b)Numerical data
- (c)Narrative data
- (d)Statistical testing

15. In research, descriptive statistics are used to:

- (a)Make predictions
- (b)Summarize data
- (c)Test hypotheses
- (d)Establish cause-effect relationships

16. Which of the following statistical methods is used for comparing groups?

- (a)Regression analysis
- (c)Correlation analysis

- (b)Chi-square test
- (d)Descriptive statistics

17. The mean, median, and mode are measures of:

- (a)Dispersion
- (c)Variability

- (b)Central tendency
- (d)Correlation

18. Validity in research means:

- (a)Consistency of measurement
- (c)Generalizability of results

- (b)Accuracy in measuring what it intends to measure
- (d)Reliability of data collection methods

19. Readership surveys primarily aim to gather data on:

- (a)Advertising strategies
- (c)Media production methods

- (b)Audience demographics and preferences
- (d)Historical media trends

20. Ethical research practices are important to:

- (a)Ensure validity
- (c)Minimize data collection costs

- (b)Protect participants' rights
- (d)Maximize sample size

21. One limitation of qualitative research is:

- |                              |                              |
|------------------------------|------------------------------|
| (a) In-depth data collection | (b) Subjectivity in analysis |
| (c) Rigid methodology        | (d) Small sample sizes       |

22. Observational research is best used when:

- |  |                                     |
|--|-------------------------------------|
| (a) Behavior needs to be studied in natural settings | (b) Large sample sizes are required |
| (c) Surveys are impractical                          | (d) Hypotheses must be tested       |

23. Which is a common limitation of using surveys?

- |                   |                       |
|-------------------|-----------------------|
| (a) High cost     | (b) Low sample size   |
| (c) Response bias | (d) In-depth insights |

24. The primary goal of statistical analysis is to:

- |                         |   |
|-------------------------|---|
| (a) Generalize findings | (b) Identify patterns and relationships |
| (c) Verify hypotheses   | (d) Present data visually               |

25. A research report typically includes:

- |                             |                       |
|-----------------------------|-----------------------|
| (a) Data collection methods | (b) Literature review |
| (c) Results and conclusions | (d) All of the above  |

26. The focus of a thesis is usually on:

- |                                    |                                  |
|------------------------------------|----------------------------------|
| (a) Summarizing existing knowledge | (b) Conducting original research |
| (c) Reviewing literature           | (d) Reporting findings           |

27. Ethical considerations in mass media research should address:

- |   |                               |
|---|-------------------------------|
| (a) Funding sources                         | (b) Research methodologies    |
| (c) Participant consent and confidentiality | (d) Media exposure strategies |

28. A limitation of case studies is that they:

- |                                 |                           |
|---------------------------------|---------------------------|
| (a) Provide in-depth insights   | (b) Are time-consuming    |
| (c) Offer generalizable results | (d) Are easy to replicate |

29. The p-value in statistical analysis indicates:

- |                             |                               |
|-----------------------------|-------------------------------|
| (a) The mean of the data    | (b) The level of significance |
| (c) The variability in data | (d) The sample size           |

30. A key characteristic of qualitative data is that it is:

- |                |                 |
|----------------|-----------------|
| (a) Numeric    | (b) Descriptive |
| (c) Predictive | (d) Statistical |

31. In research design, what is the importance of pilot testing?

- (a) To collect final data
- (b) To refine data collection tools
- (c) To analyze results
- (d) To recruit participants

32. Statistical significance helps researchers determine:

- (a) If results are due to chance
- (b) The sample size required
- (c) The appropriateness of methods
- (d) The relevance of literature

33. One advantage of longitudinal studies is:

- (a) They are quick to conduct
- (b) They allow for analysis of changes over time
- (c) They require fewer resources
- (d) They focus on a single point in time

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the significance of qualitative research in communication studies.

[OR]

(b) Explain how research can inform communication policies.

35. (a) What are the key differences between experimental and observational research methods?

[OR]

(b) Describe the strengths and limitations of case studies in research.

36. (a) How do surveys contribute to understanding audience preferences?

[OR]

(b) Explain the importance of random sampling in ensuring data quality.

37. (a) What are the ethical implications of conducting research in media studies?

[OR]

(b) Discuss the role of descriptive statistics in summarizing data findings.

38. (a) How does one ensure reliability and validity in research?

[OR]

(b) Describe the components typically included in a research report.

39. (a) Explain the process of data coding in qualitative research.

[OR]

(b) How can researchers ensure confidentiality in their studies?

40. (a) Discuss the use of SPSS in data analysis for communication research.

[OR]

(b) What factors should be considered when writing a research proposal?

N-1817

COURSE CODE

205933

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

Time : 2 Hours

Maximum : 75 Marks

**PART - A**

(33 X 1 = 33)

Answer **all** the questions.

1. Freedom of the Press is included under which Article of the Indian Constitution?

(a)Article 21

(b)Article 19

(c)Article 25

(d)Article 32

2. Which Directive Principle of State Policy relates to the promotion of education?

(a)Article 39A

(b)Article 45

(c)Article 48

(d)Article 44

3. Which Article of the Constitution deals with the protection of personal liberty?

(a)Article 14

(b)Article 21

(c)Article 19

(d)Article 32

4. The Contempt of Court Act was passed in which year?

(a)1971

(b)1950

(c)1985

(d)1995

5. Which of the following is not an example of Intellectual Property Rights?

(a)Patents

(b)Copyright

(c)Trademark

(d)Sedition

N-1817

6. The Press Council of India was established under which Act?
- |                                |                             |
|--------------------------------|-----------------------------|
| (a) Press and Registration Act | (b) Press Council Act, 1978 |
| (c) Official Secrets Act       | (d) Copyright Act           |
7. The Official Secrets Act, 1923 primarily addresses:
- |                                      |                           |
|--------------------------------------|---------------------------|
| (a) Disclosure of government secrets | (b) Media licensing       |
| (c) Press freedom                    | (d) Intellectual property |
8. Which Act governs the registration of books in India?
- |   |                              |
|---|------------------------------|
| (a) Press and Registration of Books Act | (b) Right to Information Act |
| (c) Indian Penal Code                   | (d) Copyright Act            |
9. The Working Journalist Act is concerned with:
- |   |                       |
|---|-----------------------|
| (a) Wages and working conditions of journalists | (b) Freedom of speech |
| (c) Regulation of newspaper content             | (d) Press censorship  |
10. Sedition is covered under which section of the Indian Penal Code?
- |                  |                  |
|------------------|------------------|
| (a) Section 295A | (b) Section 124A |
| (c) Section 498A | (d) Section 377  |



11. What is the penalty for contempt of court under the Contempt of Court Act?

- (a)Imprisonment
- (b)Fine
- (c)Both imprisonment and fine
- (d)Only a warning

12. Which law deals with defamation in India?

- (a)Indian Penal Code
- (b)Press Council Act
- (c)IT Act
- (d)Copyright Act

13. The Cinematograph Act was implemented to regulate:

- (a)Broadcasting rights
- (b)Films and film certification
- (c)Press regulations
- (d)Intellectual property rights

14. The Prasar Bharati Act was passed to:

- (a)Set up a government-owned broadcasting corporation
- (b)Monitor private broadcasting
- (c)Regulate film content
- (d)Promote media ethics

15. Which law governs the protection of women against domestic violence in India?

- (a)IPC Section 498A
- (b)Domestic Violence Act, 2005
- (c)Protection of Women Act
- (d)Right to Information Act

16. Piracy of media products is mainly a violation of:

- |                          |                          |
|--------------------------|--------------------------|
| (a) Copyright            | (b) Right to Information |
| (c) Official Secrets Act | (d) Trademark            |

17. Which act provides the legal framework for cybercrime in India?

- |                      |                       |
|----------------------|-----------------------|
| (a) Cyber Crime Act  | (b) IT Act, 2000      |
| (c) Convergence Bill | (d) Press Council Act |

18. Defamation laws in India fall under:

- |                                 |                                    |
|---------------------------------|------------------------------------|
| (a) Civil law only              | (b) Criminal law only              |
| (c) Both civil and criminal law | (d) Neither civil nor criminal law |

19. Which committee was responsible for reforms in Indian Broadcasting?

- |                        |                        |
|------------------------|------------------------|
| (a) Verghese Committee | (b) Chanda Committee   |
| (c) Wanchoo Committee  | (d) Mudaliar Committee |

20. Which law restricts reporting that harms the security of the state?

- |                           |                            |
|---------------------------|----------------------------|
| (a) Copyright Act         | (b) Official Secrets Act   |
| (c) Contempt of Court Act | (d) Working Journalist Act |

21. Broadcasting content complaints are overseen by:
- (a)Press Council of India

(b)Broadcasting Content Complaints Council

(c)Information Technology Ministry

(d)Cyber Crime Council
22. Which international body oversees copyright issues?
- (a)United Nations

(b)WIPO

(c)GATT

(d)WTO
23. The Press and Registration of Books Act was passed in:
- (a)1867

(b)1952

(c)1923

(d)1989
24. Journalists covering sensitive situations should adhere to:
- (a)National security guidelines

(b)Code of ethics

(c)Censorship laws

(d)All of the above
25. The GATT agreement includes provisions related to:
- (a)International trade and intellectual property

(b)Cyber law and cybercrime

(c)National security

(d)Media censorship

26. Which of the following addresses issues related to human rights in India?

(a) Indian Penal Code

(b) Constitution of India

(c) IT Act, 2000

(d) Prasar Bharati Act

27. Yellow journalism refers to:

(a) Ethical journalism

(b) Investigative reporting

(c) Sensational and exaggerated news reporting

(d) Environmental journalism

28. The Information Technology Act deals with:

(a) Press freedom

(b) Cybercrimes and digital data protection

(c) Film certification

(d) Public broadcasting regulation

29. Tabloid journalism is characterized by:

(a) Investigative reporting

(b) Sensationalism and entertainment news

(c) In-depth analysis

(d) Financial journalism

30. WIPO stands for:

(a) World Internet Protection Organization

(b) World Internet Protection Organization

(c) World International Property Organization

(d) World Information Protection Organization

31. Which Act regulates film exhibition in India?

- (a) Prasar Bharati Act
- (c) Broadcasting Act

- (b) Cinematograph Act
- (d) Copyright Act

32. A key ethical issue in investigative journalism is:

- (a) Sensationalism
- (c) Objectivity

- (b) Truth and accuracy
- (d) Both B and C

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

- (a) The public
- (c) Private individuals

- (b) The government
- (d) Journalists

PART - B

(7 X 6 = 42)

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

34. (a) What are the constitutional provisions related to Freedom of Speech and Expression?

[OR]

(b) Define Directive Principles of State Policy and their impact on media laws.

35. (a) Discuss the concept of contempt of court and its effect on media reporting.

[OR]

(b) Explain the importance of intellectual property rights in the media industry.

36. (a) What are Parliamentary Privileges, and how do they influence media coverage?

[OR]

(b) Describe the key provisions of the Working Journalist Act.

37. (a) What is the role of the Press Council of India in upholding media ethics?

[OR]

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

38. (a) Define defamation and explain its civil and criminal implications in media law.

[OR]

(b) What are the legal provisions regarding obscenity in Indian media content?

39. (a) Summarize the Cinematograph Act and its role in film certification.

[OR]

(b) Why are cyber laws important in the modern media landscape?

40. (a) Discuss the ethical concerns surrounding yellow journalism.

[OR]

(b) What are the key challenges in reporting during sensitive situations?

**ONLINE PROGRAMME EXAMINATIONS**  
**M.A. DEGREE EXAMINATION MAY 2025**  
**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. What is a key indicator of development?

(a)Literacy rate

(b)Population density

(c)Number of mobile users

(d)Tourist arrivals

2. Which of the following is NOT a dysfunction of development?

(a)Pollution

(b)Economic disparity

(c)Infrastructure growth

(d)Social inequality

3. Development motivation refers to:

(a)Encouraging migration to urban areas

(b)Inspiring people to actively participate in their progress

(c)Reducing media influence in rural areas

(d)Promoting entertainment programs

4. Which approach emphasizes people's active involvement in development?

(a)Top-down approach

(b)Participatory approach

(c)Propaganda approach

(d)Centralized communication approach

5. The evolutionary model of development suggests that:

(a)Societies progress in stages over time

(b)Development happens overnight

(c)Every society follows the same path of development

(d)Change is unnecessary

6. Psychological variable model focuses on:

- |   |  |
|---|--|
| (a)Economic factors only                  | (b)The role of individual beliefs in development |
| (c)Government intervention in all aspects | (d)Political control over development            |

7. The economic growth model focuses primarily on:

- |  |  |
|--|--|
| (a)Increasing GDP and industrial output        | (b)Enhancing traditional cultural values |
| (c)Reducing the role of science and technology | (d)Restricting media access              |

8. Which approach emphasizes industrialization as a key to development?

- |                             |                               |
|-----------------------------|-------------------------------|
| (a)Psychological approach   | (b)Industrialization approach |
| (c)Human relations approach | (d)Traditional approach       |

9. The 'Powerful Effects Model' of mass media suggests that:

- |   |   |
|---|---|
| (a)Media has minimal influence on society | (b)People are not influenced by media at all    |
| (c)Media only entertains, not informs     | (d)Media can shape public opinion and behaviour |

10. The dominant paradigm of communication was largely influenced by:

- |                        |                        |
|------------------------|------------------------|
| (a)Dependency Theory   | (b)Participatory Model |
| (c)Magic Bullet Theory | (d)Cultural Approach   |

11. Who proposed the 'Diffusion of Innovations' Theory?
- (a)Everett Rogers  
(b)Daniel Lerner  
(c)Wilbur Schramm  
(d)Harold Lasswell
12. The 'early adopters' in the diffusion of innovations model are:
- (a)The creators of the innovation  
(b)Those who resist change entirely  
(c)The last group to accept an innovation  
(d)The first individuals to use a new innovations
13. The Basic Needs Program focuses on:
- (a)Providing essential services like health and education  
(b)Encouraging luxury lifestyles  
(c)Expanding mass media influence  
(d)Promoting economic growth alone
14. Integrated Development emphasizes:
- (a)Sectorial approaches rather than holistic strategies  
(b)Combining economic, social and environmental aspects  
(c)Focusing only on urban development  
(d)Excluding community participation
15. Self-reliance in development means:
- (a)Ignoring economic factors  
(b)Utilizing local resources and skills  
(c)Rejecting technological advancements  
(d)Depending on external aid



16. New communication technologies have revolutionized development by:

- |   |  |
|---|--|
| (a)Reducing people's involvement in society | (b)Increasing communication costs                  |
| (c)Making information accessible instantly  | (d)Replacing all traditional communication methods |

17. The Gandhian model of development emphasizes:

- |                                  |  |
|----------------------------------|--|
| (a)Large-scale industrialization | (b)Urban-centric development               |
| (c)Dependence on foreign aid     | (d)Self-sufficiency and village industries |

18. Which of the following was a rural development experiment in India?

- |                           |                         |
|---------------------------|-------------------------|
| (a)White Revolution       | (b)Nilokheri Experiment |
| (c)Digital India Campaign | (d)Green Revolution     |

19. The first Five-Year Plan in India mainly focused on:

- |                      |                                      |
|----------------------|--------------------------------------|
| (a)Industrial growth | (b)Agriculture and rural development |
| (c)Space exploration | (d)Digitalization                    |

20. The SITE (Satellite Instructional Television Experiment) was launched in:

- |         |         |
|---------|---------|
| (a)1952 | (b)1975 |
| (c)1985 | (d)1991 |

21. Which mass media platform played a crucial role in rural development in India?
- (a)Print media (b)Cinema  
(c)Social media (d)Radio
22. The DAVP (Directorate of Advertising and Visual Publicity) is responsible for:
- (a)Government advertisements (b)Promoting private sector businesses  
(c)Producing commercial TV serials (d)Managing news media organizations
23. Development support communication in agriculture helps in:
- (a)Reducing awareness among farmers (b)Increasing dependency on imported goods  
(c)Disseminating information on farming techniques (d)Limiting the use of technology
24. Which sector uses development support communication for awareness programs?
- (a)Luxury Goods Promotion (b)Stock Market Trading  
(c)Real Estate Development (d)Health and Family Welfare
25. NGOs play major role in development communication by:
- (a)Engaging in grassroots activism (b)Promoting only commercial advertisements  
(c)Focusing on elite urban groups (d)Avoiding community participation

26. Which Indian NGO is well-known for its work in education?

- |               |            |
|---------------|------------|
| (a)Greenpeace | (b)PETA    |
| (c)CRY        | (d)Pratham |

27. Which is an example of development support communication in agriculture?

- |                           |                            |
|---------------------------|----------------------------|
| (a)Krishi Darshan program | (b)MTV music videos        |
| (c)Political talk shows   | (d)Reality TV competitions |

28. A famous health communication campaign in India is:

- |                                |                          |
|--------------------------------|--------------------------|
| (a)MTV Roadies Awareness Drive | (b)IPL Cricket Promotion |
| (c)Pulse Polio Campaign        | (d)Bollywood Film Awards |

29. Development communication focuses on:

- |   |                                       |
|---|---------------------------------------|
| (a)Spreading entertainment                | (b)Promoting government policies only |
| (c)fostering social and economic progress | (d)Limiting access to information     |

30. Which is NOT an approach to development communication?

- |                                |                           |
|--------------------------------|---------------------------|
| (a)Magic Bullet Theory         | (b)Participatory Approach |
| (c)Empathy-based Communication | (d)Modernization Theory   |

31. Which theory is associated with dominant development paradigm?
- |                      |                         |
|----------------------|-------------------------|
| (a)Dependency Theory | (b)Modernization Theory |
| (c)Feminist Theory   | (d)Postmodernism        |
32. The critique of industrialization as a development model includes:
- |                               |                                |
|-------------------------------|--------------------------------|
| (a)Environmental degradation  | (b)Increased job opportunities |
| (c)Technological advancements | (d)Economic growth             |
33. Which is NOT a characteristic of the dominant paradigm of development communication?
- |                                  |                               |
|----------------------------------|-------------------------------|
| (a)Top-down communication        | (b)Linear flow of information |
| (c)Active audience participation | (d)Media-driven modernization |

PART - B

(7 X 6 = 42)

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

34. (a) Explicate the role of communication in addressing development issues.
- [OR]
- (b) Explain how can media be used as a tool for development communication?
35. (a) Elucidate the key features of the Evolutionary Model of Development.
- [OR]
- (b) Explain the Industrialization Approach to development with examples.
36. (a) Discuss the strengths and limitations of mass media in development.
- [OR]
- (b) How do new communication technologies influence innovation adoption?
37. (a) Write about Integrated Development with suitable examples.
- [OR]
- (b) Elaborate the concept of Self-Development and its relevance in modern society.
38. (a) Discuss the objectives and significance of the Nilokheri experiment.
- [OR]
- (b) Explain about the contributions of the Kheda Communications Project.
39. (a) Exemplify the role of newspapers in development communication.
- [OR]
- (b) List out the role of communication in health and family welfare programs.

40. (a) Spell out the importance of case studies in development communication.

[OR]

(b) Discuss the impact of Development Support Communication in family welfare.

N-1818

**ONLINE PROGRAMME EXAMINATIONS**  
**M.A. DEGREE EXAMINATION, MAY 2025**  
**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. What is the main difference between Communication Technology (CT) and Information Technology (IT)?  

|   |  |
|---|--|
| (a)CT deals with data processing, while IT deals with communication | (b)CT focuses on communication systems, while IT focuses on information processing |
| (c)CT and IT are completely unrelated fields                        | (d)CT is only about telephony, while IT includes all digital media                 |
  
2. Which of the following is NOT a component of electronic digital exchange?  

|                      |                        |
|----------------------|------------------------|
| (a)Switching system  | (b)Transmission system |
| (c)Cellular networks | (d)Signalling system   |
  
3. What does LAN stand for?  

|                         |                         |
|-------------------------|-------------------------|
| (a)Local Access Network | (b)Limited Area Network |
| (c)Local Area Network   | (d)All the above        |
  
4. Which of the following is NOT a type of Internet connection?  

|               |              |
|---------------|--------------|
| (a)Dial-up    | (b)ISDN      |
| (c)Lease-line | (d)Bluetooth |
  
5. What is the core material used in optical fibre?  

|              |                     |
|--------------|---------------------|
| (a)Copper    | (b)Glass or plastic |
| (c)Aluminium | (d)Carbon           |

6. Which of the following is NOT an advantage of optical fibre?
- (a) High-speed data transmission
  - (b) Resistance to electromagnetic interference
  - (c) High cost
  - (d) Signal degradation over long distances
7. What is the function of a homepage?
- (a) It stores all website data
  - (b) It serves as the main entry point for a website
  - (c) It manages website hosting
  - (d) It restricts user access
8. What does HTTP stand for?
- (a) Hypertext Transfer Protocol
  - (b) High Transmission Technology Protocol
  - (c) Hyperlink Text Processing
  - (d) High-Tech Text Protocol
9. Which of the following is NOT a type of search engine?
- (a) Crawler-based search engines
  - (b) Directory-based search engines
  - (c) Human-edited search engines
  - (d) Cloud-based search engines
10. Which technology enables real-time video communication over the Internet?
- (a) Telephony
  - (b) Video Conferencing
  - (c) Podcasting
  - (d) FTP

11. Which of the following is an essential step in website promotion?

- (a) Coding in Java
- (b) Adding broken links
- (c) Search Engine Optimization (SEO)
- (d) Avoiding mobile responsiveness

12. What is a hyperlink?

- (a) A programming language
- (b) A clickable text that redirects to another webpage
- (c) A video-sharing platform
- (d) A network security feature

13. What is Cyber Journalism?

- (a) Journalism through print media
- (b) Online news reporting and publishing
- (c) Radio-based journalism
- (d) Newspaper printing process

14. What is the main source of revenue for cyber newspapers?

- (a) Physical newspaper sales
- (b) Digital advertising and subscriptions
- (c) Government funding
- (d) Printing costs

15. Which of the following is an example of e-publishing?

- (a) Printing a magazine
- (b) Releasing a digital book
- (c) Editing a newspaper
- (d) Broadcasting a TV news segment



16. What is the main concern of e-publishing?

- (a) Distribution of digital media
- (c) Running offline businesses

- (b) Designing printed content
- (d) Generating printed booklets

17. Which of the following is a key feature of social networking?

- (a) One-way communication
- (c) Limited access to global information

- (b) Instant content sharing and interaction
- (d) Restricted user engagement

18. What does 'information overload' refer to?

- (a) Excessive availability of information
- (c) The controlled release of data

- (b) A lack of information
- (d) A method of secure communication

19. The 'knowledge gap' refers to:

- (a) The unequal distribution of information
- (c) The difficulty in finding information online

- (b) The excessive flow of information
- (d) A decline in traditional education systems

20. How does a new medium impact traditional (legacy) media?

- (a) It replaces traditional media completely
- (c) It has no effect on traditional media

- (b) It integrates with traditional media
- (d) It makes traditional media more expensive

21. 'Denotation' refers to:

- (a)The symbolic representation of a phrase
- (c)The literal meaning of a word

- (b)The emotional interpretation of a word
- (d)A hidden message in communication

22. What is 'reading between the lines'?

- (a)Memorizing the text
- (c)Reading faster than usual

- (b)Skipping unnecessary information
- (d)Identifying the hidden meaning in a text

23. Which of the following is an example of a foreign word commonly used in English?

- (a)Chair
- (c)Book

- (b)House
- (d)Déjà vu

24. What is the past participle of 'write'?

- (a)Writing
- (c)Written

- (b)Wrote
- (d)Writes

25. Which of the following is an example of British English?

- (a)Elevator
- (c)Apartment

- (b)Colour
- (d)Truck

26. What is the American English equivalent of ‘timetable’?

- |             |            |
|-------------|------------|
| (a)Schedule | (b)Planner |
| (c)Diary    | (d)Roster  |

27. Which of the following is essential for organizing a media program?

- |                                    |                                  |
|------------------------------------|----------------------------------|
| (a)Keeping the content informal    | (b)Ignoring the audience's needs |
| (c)Avoiding promotional strategies | (d)Planning and coordination     |

28. Which sentence is in the passive voice?

- |  |  |
|--|--|
| (a)The journalist wrote an article.      | (b)An article was written by the journalist. |
| (c)The journalist is writing an article. | (d)The journalist writes articles.           |

29. Extensive reading helps in:

- |                             |   |
|-----------------------------|---|
| (a)Avoiding creativity      | (b)Memorizing long passages               |
| (c)Reducing language skills | (d)Improving vocabulary and comprehension |

30. Which of the following is a prepositional phrase?

- |                 |                 |
|-----------------|-----------------|
| (a)A loud noise | (b)Running fast |
| (c)He sleeps    | (d)On the table |

31. Which is NOT an example of social networking?

- (a) Facebook
- (b) X
- (c) Wikipedia
- (d) Instagram

32. What does 'information overload' refer to?

- (a) Lack of internet access
- (b) Excessive information that is difficult to process
- (c) Fast loading of web pages
- (d) High-speed data transfer

33. What does C-DOT stand for?

- (a) Centre for Digital Optical Transmission
- (b) Centre for Development of Online Technology
- (c) Centre for Development of Telematics
- (d) None of the above

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the significance of C-Dot in the development of telecommunication in India.

[OR]

(b) Differentiate between LAN, MAN, and WAN with suitable examples.

35. (a) Elucidate the structure and advantages of optical fibre communication.

[OR]

(b) Exemplify the role of DNS in Internet browsing.

36. (a) Elaborate on the different types of search engines and their working principles.

[OR]

(b) Explicate the process of developing web pages.

37. (a) Explain the concept of Cyber Journalism and its impact on traditional newspapers.

[OR]

(b) Highlight the concept and significance of e-publishing.

38. (a) Describe the social and cultural effects of new media.

[OR]

(b) Delineate the concept of the knowledge gap and its impact on society.

39. (a) Highlight the importance of reading comprehension and reading between lines.

[OR]

(b) Expound the importance of marketing and presenting a product effectively.

40. (a) Explain the importance of media-related vocabulary.

[OR]

(b) Differentiate between active and passive voice with examples.

**ONLINE PROGRAMME EXAMINATIONS**  
**M.A. DEGREE EXAMINATION, MAY 2025**  
**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. What is the primary function of Corporate Communication?
  - (a) Employee entertainment
  - (b) Managing and promoting the company's image
  - (c) Selling products only
  - (d) Replacing marketing activities
2. Corporate Communication helps organizations to:
  - (a) Build a positive brand reputation
  - (b) Ignore stakeholder concerns
  - (c) Replace traditional advertising
  - (d) Function without strategic planning
3. Which of the following best defines international communication in corporate settings?
  - (a) Communication only within a company's headquarters
  - (b) Interactions between organizations across different countries and myriad cultures
  - (c) Marketing communication limited to one region
  - (d) Internal memos sent within a team
4. Corporate culture refers to:
  - (a) The dress code followed by employees
  - (b) Mission statement of a company
  - (c) The beliefs and values that define an organization
  - (d) A set of rules imposed on employees
5. Corporate Identity refers to the :
  - (a) Physical structure of the company's office
  - (b) Logo and tagline of a company
  - (c) Visual and verbal expression of company's brand
  - (d) Salaries paid to employees

6. Which of the following is NOT a key aspect of Event Management?

- (a) Venue selection
- (c) Crisis management

- (b) Budgeting and logistics
- (d) Ignoring audience engagement

7. What is the primary goal of Image Management?

- (a) Strengthening an organization's reputation
- (c) Manipulating public perception

- (b) Hiding corporate identity
- (d) Avoiding interactions with the media

8. What is a key element of a successful event?

- (a) Ignoring feedback from participants
- (c) Lack of clear objectives

- (b) Poor time management
- (d) Proper organization and audience engagement

9. Crisis communication should include:

- (a) Open and transparent messaging
- (c) Blaming external factors without responsibility

- (b) Avoiding media interactions
- (d) Providing minimal information

10. The primary goal of corporate counselling is to:

- (a) Train employees for better personal interactions
- (c) Provide guidance on business decisions

- (b) Reduce the need for leadership
- (d) All the above

11. Effective strategies in corporate campaigns include:

- |  |                                   |
|--|-----------------------------------|
| (a)Avoiding data-driven decision-making    | (b)Spreading misinformation       |
| (c)Clear messaging and audience engagement | (d)Ignoring competitor activities |

12. Feedback in communication is important because:

- |   |   |
|---|---|
| (a)It helps improve and refine messages | (b)It has no impact on corporate strategy |
| (c)It should always be ignored          | (d)It reduces employee engagement         |

13. Campaign management includes:

- |                                       |   |
|---------------------------------------|---|
| (a)Avoiding feedback and improvements | (b)Ignoring the needs of target audiences       |
| (c)Focusing only on one media channel | (d)Planning, execution & performance evaluation |

14. What is the role of advertising in Marketing Communication?

- |   |  |
|---|--|
| (a)To promote brand awareness and attract customers | (b)To mislead consumers about a product  |
| (c)To reduce brand visibility                       | (d)To limit engagement with stakeholders |

15. Effective communication strategy should:

- |   |  |
|---|--|
| (a)Ignore pricing and distribution strategies     | (b)Focus only on product development   |
| (c)Integrate all elements of the 4 P's cohesively | (d)Be independent of marketing efforts |

16. The 4 P's of marketing stand for:

- (a)Product, Profit, Place, Process
- (c)Planning, Promotion, People, Price

- (b)People, Process, Product, Price
- (d)Product, Price, Place, Promotion

17. Companies that engage in CSR activities:

- (a)Enhance their public image and long-term growth
- (c)Have no competitive advantage

- (b)Face major financial losses
- (d)Only comply with government mandates

18. CSR programs typically focus on:

- (a)Financial profits only
- (c)Avoiding regulatory compliance

- (b)Environmental sustainability, ethical labour and community engagement
- (d)Employee-only benefits

19. A corporate crisis refers to:

- (a)A temporary drop in sales
- (c)An internal disagreement between employees

- (b)A major disruption that threatens an organization's reputation and operations
- (d)A minor complaint from a customer

20. Which of the following is an essential step in Crisis Management?

- (a)Ignoring the situation to avoid panic
- (c)Blaming external factors without taking responsibility

- (b)Having a well-prepared crisis communication plan
- (d)Hiding information from stakeholders



21. The first step in handling a corporate conflict situation is:

- |   |  |
|---|--|
| (a)Identifying the root cause of the conflict | (b)Ignoring the problem until it escalates |
| (c)Taking disciplinary action immediately     | (d)Blaming one party without investigation |

22. Effective employee communication helps in:

- |   |                                   |
|---|-----------------------------------|
| (a)Reducing transparency in organizations         | (b)Increasing workplace conflicts |
| (c)Enhancing productivity and employee engagement | (d)Limiting information sharing   |

23. Media relations in corporate communication involve:

- |   |                                     |
|---|-------------------------------------|
| (a)Managing interactions with journalists | (b)Avoiding press releases          |
| (c)Ignoring media inquiries               | (d)Providing incomplete information |

24. A key factor in effective employee communication is:

- |   |                         |
|---|-------------------------|
| (a)Preventing feedback                  | (b)Spreading rumours    |
| (c)Avoiding digital communication tools | (d)Clarity and openness |

25. Which of the following is NOT a function of Corporate Communication?

- |  |                                    |
|--|------------------------------------|
| (a)Enhancing brand reputation              | (b)Managing internal communication |
| (c)Spreading misinformation to competitors | (d)Crisis communication            |

26. Corporate communication is essential for:

- |  |                             |
|--|-----------------------------|
| (a)Building strong relationships with stakeholders | (b)Reducing transparency    |
| (c)Limiting employee interactions                  | (d)Ignoring media relations |

27. Corporate culture refers to:

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

28. Corporate philanthropy includes:

- |  |   |
|--|---|
| (a)Avoiding engagement in charitable activities          | (b)Reducing corporate social responsibility efforts |
| (c)Donating funds, resources, and time for social causes | (d)Maximizing profits without community involvement |

29. Successful event management requires:

- |   |                                       |
|---|---------------------------------------|
| (a)Avoiding budget planning                           | (b)Ignoring time management           |
| (c)Planning, coordination, and execution of logistics | (d)Disregarding audience expectations |

30. A strong corporate image can be developed through:

- |   |  |
|---|--|
| (a)Limiting corporate communication efforts                                 | (b)Confusing customers with misleading information |
| (c)Consistent branding, ethical business practices, and clear communication | (d)Avoiding customer engagement                    |

31. Image management in corporate communication involves:

- |  |  |
|--|--|
| (a)Reducing transparency in business operations            | (b)Avoiding interactions with the media                  |
| (c)Manipulating brand perception through false advertising | (d)Creating and maintaining a positive public perception |

32. The key to successful conference management is:

- |                                    |   |
|------------------------------------|---|
| (a)Limiting speaker selection      | (b)Disorganized event schedules               |
| (c)Ignoring audience participation | (d)Efficient planning and effective logistics |

33. What is an essential component of event management?

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

PART - B

(7 X 6 = 42)

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

34. (a) Define corporate communication and explain its scope in modern organizations.

[OR]

(b) How does corporate citizenship contribute to sustainable business practices?

35. (a) Elucidate key components of corporate identity philosophy.

[OR]

(b) What are the key principles of effective event management?

36. (a) Explain the role of counselling in corporate communication.

[OR]

(b) Elucidate the key principles of persuasion in corporate communication.

37. (a) Discuss the relationship between advertising and the marketing communication environment.

[OR]

(b) Describe the role of the 4 P's in communication strategy.

38. (a) Define Corporate Social Responsibility (CSR) and explain its importance.

[OR]

(b) Discuss the impact of social media on corporate communication.

39. (a) Deliberate the significance of employee communication in corporate success.

[OR]

(b) Delineate organizational communication and explain its key components.

40. (a) Examine a real-world corporate crisis and the strategies used for its resolution.

[OR]

(b) Discuss the lessons learned from a major corporate communication failure.

