

N-1811

COURSE CODE

205911

ONLINE PROGRAMME EXAMINATIONS
M.A.DEGREE EXAMINATION, MAY 2026
First Year - First Semester
JOURNALISM AND MASS COMMUNICATION
INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which of the following is not a component of the Shannon-Weaver model of communication?

(a) Sender	(b) Message
(c) Noise	(d) Context

2. In the Schramm model of communication, which concept is introduced to describe the shared understanding between sender and receiver?

(a) Encoder	(b) Decoder
(c) Feedback	(d) Field of experience

3. Which model of communication is known for its focus on the cyclical nature of communication, emphasizing feedback loops?

(a) Shannon-Weaver model	(b) Berlo's SMCR model
(c) Barnlund's Transactional model	(d) Lasswell's model

4. In Berlo's SMCR model, what does "SMCR" stand for?

(a) Source, Message, Channel, Receiver	(b) Sender, Medium, Channel, Response
(c) Source, Medium, Communication, Response	(d) Sender, Message, Communication, Receiver

5. Which model of communication is often summarized by the phrase "Who says what in which channel to whom with what effect"?

(a) Shannon-Weaver model	(b) Lasswell's model
(c) Berlo's SMCR model	(d) Schramm's model

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6. What is a common goal of media literacy education?
- (a) To increase the consumption of media
(b) To understand and critically evaluate media content
(c) To promote specific media products
(d) To teach people how to use media devices
7. Which of the following is an example of a media message?
- (a) A face-to-face conversation
(b) A newspaper article
(c) A handwritten letter
(d) An email sent to a friend
8. Why is it important to understand the concept of 'media bias'?
- (a) To create more media
(b) To recognize the perspectives and potential biases in media content
(c) To avoid all forms of media
(d) To improve technical skills in media production
9. Which of the following best defines press freedom?
- (a) The right of the government to regulate media content
(b) The ability of journalists to report news without censorship or fear of retaliation
(c) The right of media owners to control all published content
(d) The obligation of the press to support government policies
10. Which amendment to the United States Constitution guarantees freedom of the press?
- (a) First Amendment
(b) Second Amendment
(c) Fifth Amendment
(d) Tenth Amendment

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11. What is a common threat to press freedom?
- (a) Editorial independence
(b) Government censorship
(c) Media diversity
(d) Ethical journalism
12. Which international organization is known for its annual World Press Freedom Index?
- (a) UNESCO
(b) Amnesty International
(c) Reporters Without Borders (RSF)
(d) International Federation of Journalists (IFJ)
13. Which of the following actions would be considered a violation of press freedom?
- (a) A journalist reporting on government corruption
(b) A media outlet endorsing a political candidate
(c) Government imprisonment of a journalist for criticizing official policies
(d) A newspaper publishing an editorial
14. When was the First Press Commission of India established?
- (a) 1947
(b) 1950
(c) 1952
(d) 1956
15. Who was the chairman of the First Press Commission?
- (a) Justice G.S. Rajadhyaksha
(b) R. K. Shanmukham Chetty
(c) Justice J. L. Kapur
(d) Justice G. N. Das

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16. Which of the following was a major recommendation of the First Press Commission?
- (a) Establishment of the Press Council of India (b) Nationalization of all newspapers
(c) Licensing of journalists (d) No recommendations were made
17. The First Press Commission report primarily focused on:
- (a) Freedom of the press (b) Financial stability of newspapers
(c) Ethical journalism (d) Advertisement regulations
18. When was the Second Press Commission of India established?
- (a) 1975 (b) 1980
(c) 1985 (d) 1990
19. What was the primary focus of the Chanda Committee?
- (a) Reforming the Indian banking sector (b) Review of TV broadcasting and advertising
(c) Development of rural areas (d) Improving higher education standards
20. In which year was the Chanda Committee formed?
- (a) 1975 (b) 1980
(c) 1982 (d) 1985

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21. Who chaired the Chanda Committee?

- (a) Justice G. N. Das
- (c) Dr. B. G. Varghese

- (b) Dr. P. C. Joshi
- (d) Shri S. S. Chanda

22. One of the significant recommendations of the Chanda Committee was:

- (a) Nationalization of television channels
- (c) Establishment of a Broadcast Council

- (b) Deregulation of cable TV networks
- (d) Introduction of satellite television

23. The Varghese Committee was primarily associated with:

- (a) Educational reforms
- (c) Health sector improvements

- (b) Media and communications
- (d) Agricultural policies

24. When was the Prasar Bharati (Broadcasting Corporation of India) Act passed?

- (a) 1990
- (c) 2000

- (b) 1997
- (d) 2005

25. Prasar Bharati was established as an autonomous corporation under which ministry?

- (a) Ministry of Information and Broadcasting
- (c) Ministry of Electronics and Information Technology

- (b) Ministry of Home Affairs
- (d) Ministry of Communications

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26. Which of the following is NOT a function of Prasar Bharati?
- (a) To organize and conduct public lotteries (b) To ensure balanced development of broadcasting
(c) To provide autonomy to Doordarshan and All India Radio (d) To promote national integration and foster a sense of unity
27. Which two primary entities fall under the jurisdiction of Prasar Bharati?
- (a) Press Trust of India (PTI) and United News of India (UNI) (b) Doordarshan and All India Radio (AIR)
(c) Prasar Bharati and Press Council of India (d) AIR and PTI
28. What is the primary role of the Press Registrar of India?
- (a) To regulate electronic media (b) To maintain a register of newspapers
(c) To issue licenses to journalists (d) To monitor television content
29. Under which Act was the Office of the Registrar of Newspapers for India (RNI) established?
- (a) Press and Registration of Books Act, 1867 (b) Indian Press Act, 1931
(c) Press Council Act, 1978 (d) Right to Information Act, 2005
30. What is the main objective of the Press Council of India?
- (a) To regulate digital media (b) To maintain and improve the standards of newspapers and news agencies
(c) To issue press cards to journalists (d) To monitor television broadcasts

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31. Under which ministry does the DAVP operate?

- (a) Ministry of Home Affairs
(c) Ministry of Communications

- (b) Ministry of Information and Broadcasting
(d) Ministry of Corporate Affairs

32. What is the main function of a news agency?

- (a) To publish newspapers
(c) To regulate the press

- (b) To gather & distribute news to various media
(d) To broadcast live events

33. What is the popular name of All India Radio?

- (a) Doordarshan
(c) Akashvani

- (b) Prasar Bharati
(d) Vividh Bharati

PART - B

(7 X 6 = 42)

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

34. (a) Differentiate interpersonal communication from intrapersonal communication.

[OR]

(b) Differentiate Verbal Communication from Non-verbal Communication.

35. (a) Explain the of Schramm's model of communication.

[OR]

(b) Intricate the key factors of the normative theories of communication.

36. (a) Briefly explain the contributions of Community radio to rural development in India.

[OR]

(b) Exemplify the roles of Information Society.

37. (a) Explain the Code of Ethics in Indian Journalism.

[OR]

(b) Elucidate the impact of Social media on Human behaviour.

38. (a) Write a brief note on the reports of Chanda Committee.

[OR]

(b) Explain the role of Press freedom in Indian Democracy.

39. (a) Exemplify the role of Mass media in handling human rights issues.

[OR]

(b) Explain the role and functions of PIB.

40. (a) Explain the pros and cons of new media.

[OR]

(b) Describe different types of mass media.

N-1812**COURSE CODE****205912**

ONLINE PROGRAMME EXAMINATIONS
M.A.DEGREE EXAMINATION, MAY 2026
First Year - First Semester
JOURNALISM AND MASS COMMUNICATION
EVOLUTION OF MEDIA
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. In which century was the Gutenberg printing press invented?
(a)12th century (b)14th century
(c)15th century (d)16th
2. Which country was the first to establish movable type printing before Europe?
(a)Japan (b)China
(c)Korea (d)India
3. Who founded the first successful penny newspaper in the United States, "The New York Sun"?
(a)Joseph Pulitzer (b)Benjamin Day
(c)William Randolph Hearst (d)Adolph Ochs
4. Who is known as the 'Father of Indian Journalism'?
(a)Mahatma Gandhi (b)Raja Ram Mohan Roy
(c)James Augustus Hickey (d)Bal Gangadhar Tilak
5. Which was the first city in India to have a radio broadcast?
(a)Mumbai (b)Delhi
(c)Kolkata (d)Chennai

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6. In which year was All India Radio (AIR) officially founded?
- (a)1930 (b)1936
(c)1942 (d)1947
7. Who was the first Director-General of All India Radio?
- (a)Lionel Fielden (b)Dr. Rajendra Prasad
(c)Sardar Patel (d)Sir Mortimer Wheeler
8. Which Indian Prime Minister introduced the "Mann Ki Baat" radio program?
- (a)Indira Gandhi (b)Rajiv Gandhi
(c)Manmohan Singh (d)Narendra Modi
9. What is the name of the community radio service started by AIR in 2002?
- (a)Radio Mirchi (b)FM Rainbow
(c)Gyan Vani (d)Yuva Vani
10. Which of the following is a private FM radio station in India?
- (a)Radio Mirchi (b)AIR FM Gold
(c)AIR FM Rainbow (d)Vividh Bharati

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11. What significant change happened to radio broadcasting in India in 1993?
- (a)Introduction of FM radio (b)Introduction of digital radio
(c)Privatization of radio channels (d)Launch of satellite radio
12. Which organization regulates the broadcasting sector, including radio, in India?
- (a)Telecom Regulatory Authority of India (TRAI) (b)Indian Broadcasting Foundation (IBF)
(c)Prasar Bharati (d)Ministry of Information and Broadcasting
13. What was the name of the first private cable channel launched in India?
- (a)Star Plus (b)Zee TV
(c)Sony Entertainment Television (d)Sun TV
14. When did India begin its transition to digital broadcasting?
- (a)2000 (b)2003
(c)2009 (d)2012
15. Which of the following was a major educational television project aimed at rural India in the 1970s?
- (a)SITE (b)EDUSAT
(c)Prasar Bharati (d)INSAT

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16. Which Indian TV show became iconic for its retelling of Hindu epics and attracted massive viewership in the 1980s?
- (a) Mahabharat (b) Kaun Banega Crorepati
(c) Buniyaad (d) Hum Log
17. Who directed the iconic Bengali film Pather Panchali?
- (a) Ritwik Ghatak (b) Mrinal Sen
(c) Satyajit Ray (d) Aparna Sen
18. Which actor is known as the 'Tragedy King' of Indian cinema?
- (a) Raj Kapoor (b) Dilip Kumar
(c) Amitabh Bachchan (d) Dev Anand
19. Which Indian film studio, established in 1918, is known as one of the oldest in the world?
- (a) Yash Raj Films (b) Bombay Talkies
(c) Prabhat Film Company (d) Ranjit Studio
20. What is the highest-grossing Indian film of all time as of 2024?
- (a) Dangal (b) Baahubali 2
(c) RRR (d) Pathaan

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21. Which film festival is considered the most prestigious for Indian cinema, showcasing national and international films?
- (a) Mumbai Film Festival
(b) Goa International Film Festival of India (IFFI)
(c) Kolkata International Film Festival
(d) Chennai International Film Festival
22. Which film won the Academy Award for Best Picture, marking the first time a non-English language film received the honour?
- (a) Roma
(b) Parasite
(c) The Artist
(d) Amour
23. Which film festival is considered the oldest and most prestigious in the world, held annually in France?
- (a) Cannes Film Festival
(b) Venice Film Festival
(c) Berlin International Film Festival
(d) Sundance Film Festival
24. The term 'broadcasting' is most commonly associated with which traditional media?
- (a) Newspapers
(b) Radio and Television
(c) Magazines
(d) Billboards
25. What does the term 'circulation' refer to in the context of newspapers?
- (a) The number of articles published
(b) The number of pages in a newspaper
(c) The distribution and sales of newspapers
(d) The readership demographics

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26. Which traditional media platform relies heavily on auditory content?
- (a)Television (b)Radio
(c)Newspaper (d)Magazine
27. Which of the following traditional media types is known for its high visual impact in outdoor advertising?
- (a)Radio (b)Television
(c)Billboards (d)Newspapers
28. In traditional media, the term 'prime time' is commonly associated with which medium?
- (a)Radio (b)Magazines
(c)Newspapers (d)Television
29. Who is credited with inventing the World Wide Web?
- (a)Steve Jobs (b)Bill Gates
(c)Tim Berners-Lee (d)Mark Zuckerberg
30. What was the primary function of ARPANET, the precursor to the internet?
- (a)Online shopping (b)Military communication
(c)Social networking (d)Digital advertising

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31. Which of the following was the first recognized social media platform?

- (a) MySpace (b) Friendster
(c) Facebook (d) Six Degrees

32. Which company launched the video-sharing platform YouTube in 2005?

- (a) Google (b) Yahoo
(c) Microsoft (d) YouTube, LLC

33. When was Twitter launched?

- (a) 2004 (b) 2005
(c) 2006 (d) 2007

PART - B

(7 X 6 = 42)

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

34. (a) Explain the contributions of Hickey and Buckingham to Indian journalism.

[OR]

(b) "Rammohan Roy was fearless journalist" - comment.

35. (a) Give a brief history of Radio broadcasting in India.

[OR]

(b) Briefly discuss the role of All India Radio in independent India.

36. (a) Explain how the F.M. broadcasting has changed the face of Indian Radio transmission?

[OR]

(b) Intricate the ethical considerations of Reporting for television.

37. (a) Explain the milestones in the growth and development of TV.

[OR]

(b) Exemplify the contributions of Balumahendra to Indian Film Industry.

38. (a) Explain the impact of digital film making in Indian film industry.

[OR]

(b) What is cross culture cinema? Explain with examples.

39. (a) Describe the advantages of online journalism.

[OR]

(b) Differentiate Traditional media from Mass media.

40. (a) Explain the uniqueness of any three folk media in India.

[OR]

(b) Elucidate the role of folk media in rural development.

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N-1813**COURSE CODE****205913**

ONLINE PROGRAMME EXAMINATIONS
M.A.DEGREE EXAMINATION, MAY 2026
First Year - First Semester
JOURNALISM AND MASS COMMUNICATION
PHOTOGRAPHY
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which type of photography focuses on capturing images of nature and wildlife?
(a)Portrait Photography (b)Street Photography
(c)Wildlife Photography (d)Fashion Photography
2. Which of the following is a key element in landscape photography?
(a)Artificial lighting (b)Wide-angle lens
(c)High ISO setting (d)Shallow depth of field
3. Which type of photography is typically associated with capturing spontaneous moments in public places?
(a)Architectural Photography (b)Street Photography
(c)Event Photography (d)Product Photography
4. Macro photography is best described as:
(a)Taking pictures of large-scale landscapes (b)Capturing detailed close-ups of small subjects
(c)Photographing distant stars and planets (d)Shooting portraits with shallow depth of field
5. Which lens is most suitable for portrait photography?
(a)16-35mm wide-angle lens (b)50mm prime lens
(c)10-22mm ultra-wide lens (d)70-200mm telephoto lens

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6. What is the primary advantage of using a prime lens over a zoom lens?
- (a) Ability to zoom in on distant subjects
(b) Generally wider aperture for better low-light performance
(c) Reduced weight and size
(d) Both b and c
7. Which lens type is ideal for capturing vast, expansive scenes such as landscapes?
- (a) Macro lens
(b) Wide-angle lens
(c) Telephoto lens
(d) Standard lens
8. What does ISO control in a camera?
- (a) Shutter speed
(b) Aperture size
(c) Image brightness and noise level
(d) Depth of field
9. What effect does a slow shutter speed have on a photo?
- (a) Freezes fast-moving subjects
(b) Creates motion blur
(c) Increases image sharpness
(d) Reduces image noise
10. Which camera mode is best for beginners who want the camera to automatically adjust settings for optimal exposure?
- (a) Manual Mode (M)
(b) Aperture Priority Mode (A or Av)
(c) Shutter Priority Mode (S or Tv)
(d) Auto Mode

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11. What is the “rule of thirds” in photography?
- (a) A guideline to balance exposure settings
(b) A compositional rule to divide the frame into nine equal parts
(c) A technique for adjusting white balance
(d) A method to set ISO levels
12. Who is credited with creating the first permanent photograph?
- (a) Louis Daguerre
(b) William Henry Fox Talbot
(c) Joseph Nicéphore Niépce
(d) George Eastman
13. Which photographic process, invented in 1839, is considered the first publicly announced and commercially viable photographic process?
- (a) Calotype
(b) Daguerre type
(c) Cyanotype
(d) Ambrotype
14. What type of lighting is characterized by being placed behind the subject, creating a silhouette?
- (a) Key lighting
(b) Fill lighting
(c) Back lighting
(d) Side lighting
15. What is the main purpose of a key light in photography?
- (a) To reduce shadows
(b) To provide the main source of illumination
(c) To soften the overall light
(d) To add color effects

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16. What is a Dutch angle?
- (a) A shot where the camera is tilted on its roll axis
(b) A shot taken directly from above
(c) A shot where the camera is placed at eye-level
(d) A shot from the ground looking up
17. What is "white balance" in digital photography?
- (a) Adjusting the contrast of the image
(b) Correcting the colour temperature to make the image look natural
(c) Increasing the exposure of the image
(d) Changing the composition of the image
18. Who is credited with producing the first successful color photograph?
- (a) Louis Daguerre
(b) William Henry Fox Talbot
(c) James Clerk Maxwell
(d) George Eastman
19. In digital photography, what does the acronym RGB stand for?
- (a) Red, Green, Blue
(b) Red, Gray, Black
(c) Reflect, Generate, Balance
(d) Radiate, Glow, Brighten
20. What is the main advantage of digital color photography over traditional film photography?
- (a) Lower initial cost
(b) Unlimited exposures
(c) Immediate image preview and editing
(d) Higher image resolution

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21. In what year was Kodachrome film first introduced?

(a)1925

(b)1935

(c)1945

(d)1955

22. An eye-level shot is best used for:

(a)Creating a sense of unease or tension

(b)Making the subject appear vulnerable

(c)Giving the audience a natural and neutral view of the subject

(d)Emphasizing the height of the subject

23. What is the effect of a slow shutter speed in photography?

(a)Freezes motion

(b)Increases depth of field

(c)Captures motion blur

(d)Reduces noise

24. In photography, what does TTL stand for in relation to flash technology?

(a)Through The Light

(b)Total Target Lighting

(c)Through The Lens

(d)Timed Trigger Lighting

25. Full form of LCD is

(a)Light Crystal Diode

(b)Liquid Crystal Display

(c)Light Color Device

(d)None of the above

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26. A Tripod is especially useful when using
- (a) Slow shutter speeds
 - (b) zoom lens
 - (c) Faster shutter speed
 - (d) wide angled lens
27. Electronic flash memory data storage device used for storing digital information.
- (a) Flash Card
 - (b) Memory Card
 - (c) Flash Drive
 - (d) Tripod
28. Which artificial light tool is best for creating a spotlight effect?
- (a) Softbox
 - (b) Umbrella
 - (c) Snoot
 - (d) Reflector
29. The word photography literally means.....
- (a) Drawing with light
 - (b) Drawing with Color
 - (c) Drawing with move
 - (d) Drawing with flash
30. Which of the following is not a common type of flash used in photography?
- (a) Speedlight
 - (b) Studio strobe
 - (c) Ring light
 - (d) Tungsten light

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31. What does a grid on a light modifier do?
- (a) Diffuses the light
(b) Focuses the light into a narrow beam
(c) Changes the color temperature
(d) Increases the light output
32. Which of the following is commonly used as an artificial light source in photography?
- (a) LED lights
(b) Incandescent bulbs
(c) Fluorescent lights
(d) All of the above
33. A small camera, the kind that can fit in your pocket
- (a) DSLR
(b) Disposable
(c) Point –and–shoot
(d) DSSR

PART - B

(7 X 6 = 42)

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

34. (a) Elucidate the history of photography in India.
[OR]
(b) Intricate the key features of ‘Wildlife Photography’ and ‘Street photography’.
35. (a) Explain the role of ‘Rule of Third’ in Photo composition with proper example.
[OR]
(b) Intricate the role of ISO, Shutter Speed, Aperture in composing an image.
36. (a) Explain how has the digital revolution transformed the photography industry?
[OR]
(b) Exemplify the role of post-processing in digital photography.
37. (a) Explain how lighting affects the mood in photography?
[OR]
(b) Expound the ethics involved in capturing photos for Human interest stories.
38. (a) What is negative space, and how can it be used effectively in a composition?
[OR]
(b) Differentiate the features of analogue photography and digital photography.
39. (a) What is depth of field, and how can you control it in your photography?
[OR]
(b) Briefly explain the Auto Focus modes: Single AF, Continuous AF and Manual Focus.
40. (a) How does white balance affect the colour temperature of your photos?
[OR]
(b) Briefly explain about the copyright issues involved in digital photography.

N - 1814**COURSE CODE****205914**

ONLINE PROGRAMME EXAMINATIONS
M.A.DEGREE EXAMINATION, MAY 2026
First Year - First Semester
JOURNALISM AND MASS COMMUNICATION
REPORTING AND EDITING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. Who coined the term “fourth estate”?

(a) Charles Marrian

(b) James Bryce

(c) Edmund Burke

(d) Thomas Jefferson

2. _____ is the latest time at which a story can be accepted :

(a) Dateline

(b) Deadline

(c) press time

(d) Print time

3. Leader writer is one who writes the _____

(a) Main story

(b) Middle article

(c) Editorial

(d) Edit page

4. Title registration of newspaper is done by:

(a) RNI

(b) DAVP

(c) PIB

(d) IPRD

5. An advertisement written in the style of a news item or feature:

(a) Ad news

(b) Paid news

(c) News ad

(d) Advertorial

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6. Hard news is :

(a)Cultural news

(b)Daily public news

(c)Background information

(d)Box

7. One or two word small headline appearing on the left hand top of the story

(a)Topline

(b)Slug

(c)Small head

(d)Top head

8. Which element of news ensures the information is current and relevant?

(a)Proximity

(b)Timeliness

(c)Impact

(d)Prominence

9. What is the significance of "proximity" in news reporting?

(a)The relevance of the news to distant audiences

(b)The physical closeness of the event to the audience

(c)The popularity of the news story

(d)The depth of coverage of the news event

10. Which element of news refers to the importance and consequences of the news story?

(a)Novelty

(b)Prominence

(c)Impact

(d)Human Interest

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11. Which of the following is a primary principle of editing?
- (a) Ensuring the article is long enough
 - (b) Checking for factual accuracy and clarity
 - (c) Including as many opinions as possible
 - (d) Focusing only on grammatical corrections
12. What does the term "copy editing" refer to?
- (a) Writing new articles
 - (b) Fact-checking articles for accuracy
 - (c) Reviewing and correcting text to improve readability and ensure it is free of errors
 - (d) Designing the layout of the newspaper
13. What is the purpose of a style guide in editing?
- (a) To help design advertisements
 - (b) To standardize language and formatting in articles
 - (c) To manage the newspaper's finances
 - (d) To track circulation numbers
14. Who in the editorial department is primarily responsible for deciding the content and tone of the editorial page?
- (a) Staff Writer
 - (b) Managing Editor
 - (c) Editor-in-Chief
 - (d) Editorial Writer
15. What is the role of an editorial writer?
- (a) To report on current events
 - (b) To write opinions and commentary on topical issues
 - (c) To manage the distribution of the newspaper
 - (d) To edit news stories for accuracy

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16. Which of the following best describes the function of a managing editor?
- (a) To design the newspaper layout
(b) To manage the overall editorial operations and functioning of the newsroom
(c) To handle advertising sales
(d) To write feature articles
17. What is the function of an editorial writer?
- (a) To cover breaking news stories
(b) To write opinion pieces and editorials that reflect the newspaper's viewpoint
(c) To manage the financial aspects of the newspaper
(d) To design advertisements
18. Who is responsible for the visual elements and photographic content in a newspaper?
- (a) Editorial Writer
(b) Copy Editor
(c) Photo Editor
(d) Managing Editor
19. What role does the managing editor play in the editorial department?
- (a) Supervising the financial department
(b) Overseeing day-to-day operations and ensuring deadlines are met
(c) Writing sports articles
(d) Handling the newspaper's digital presence
20. In the editorial department, who assigns stories to reporters and manages the news team?
- (a) Editorial Writer
(b) News Editor
(c) Copy Editor
(d) Photo Editor

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21. What is the purpose of the editorial board in a newspaper organization?
- (a) To create advertisements
(b) To determine the editorial stance and oversee the writing of editorials
(c) To manage subscription sales
(d) To handle the layout design
22. Why is curiosity an important trait for a reporter?
- (a) To explore new advertising techniques
(b) To investigate and uncover new stories and information
(c) To increase social media followers
(d) To write fictional stories
23. Which quality helps a reporter to adapt to different reporting situations and challenges?
- (a) Flexibility
(b) Stubbornness
(c) Rigidity
(d) Passivity
24. Why is attention to detail important for a reporter?
- (a) To ensure accuracy and completeness of the information reported
(b) To create visually appealing articles
(c) To make articles longer
(d) To entertain the readers with trivia
25. What quality allows a reporter to form a wide network of contacts and sources?
- (a) Introversion
(b) Sociability
(c) Technical skills
(d) Artistic ability

N - 1814

26. Which quality is important for a reporter to understand and convey complex issues clearly?
- (a) Analytical skills (b) Artistic skills
(c) Physical strength (d) Technical skills
27. What type of news focuses on significant events, such as elections or natural disasters?
- (a) Entertainment news (b) Soft news
(c) Hard news (d) Editorial news
28. Which of the following is a characteristic of soft news?
- (a) In-depth analysis of political issues (b) Coverage of lifestyle and human-interest stories
(c) Reports on economic policies (d) Investigative journalism on corporate fraud
29. Editorial news is best described as:
- (a) Unbiased reporting of facts (b) In-depth investigative reporting
(c) Opinion pieces and commentary (d) Real-time updates on events
30. What type of news focuses primarily on celebrities, fashion, and trends?
- (a) Business news (b) Sports news
(c) Entertainment news (d) Science news

N - 1814

31. Investigative journalism typically aims to:
- (a)Entertain the audience (b)Provide light-hearted human-interest stories
(c)Uncover hidden truths and hold powerful entities accountable (d)Report on daily weather updates
32. Which technology has most significantly transformed real-time news reporting?
- (a)Satellite television (b)Digital printing press
(c)Social media platforms (d)Radio broadcasting
33. Drones are increasingly used in journalism for:
- (a)Writing articles (b)Capturing aerial footage for visual reports
(c)Conducting interviews (d)Editing news videos

PART - B

(7 X 6 = 42)

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

34. (a) Explain 5Ws and 1H of news reporting.
[OR]
(b) Expound the essential qualities of a news editor.
35. (a) Describe any three methods used in news gathering.
[OR]
(b) Differentiate hard news from soft news with suitable examples.
36. (a) Intricate the features of Development Reporting.
[OR]
(b) Delineate the contemporary trends in business reporting.
37. (a) Explain the inverted pyramid structure for news writing.
[OR]
(b) Elucidate the contemporary presentation styles used in magazine editing.
38. (a) Illustrate the structure of newspaper organization.
[OR]
(b) Briefly explain the difference between news reporting and editorial writing.
39. (a) Explain the steps involved in the editing process of a newspaper.
[OR]
(b) Explain how News circulation differs from its readership?
40. (a) Intricate the ethical considerations involved in reporting human rights issues.
[OR]
(b) Elucidate the responsibilities of an Ombudsman.

N - 1814

N-3101**COURSE CODE****205921**

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION MAY 2026
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 best defines communication?
 - (a)Transmission of ideas through silence
 - (b)One-way transfer of information
 - (c)Exchange of information, ideas, and messages between individuals
 - (d)Passive reception of signals

2. The scope of communication includes all of the following EXCEPT:
 - (a)Interpersonal interaction
 - (b)Mass media
 - (c)Personal isolation
 - (d)Organizational messaging

3. Which theory emphasizes that media serves social integration and stability?
 - (a)Marxist
 - (b)Functionalist
 - (c)Political Economy
 - (d)Feminist

4. The critical theory of communication focuses on:
 - (a)Technological advancement
 - (b)Social inequality and power structures
 - (c)Audience pleasure
 - (d)Economic growth

5. In White's Gate-Keeping model, who acts as the gatekeeper in newsrooms?
 - (a)Reporters
 - (b)Editors
 - (c)Readers
 - (d)Advertisers

N-3101

6. Gate-keeping theory suggests that:
- (a) All events are reported accurately
 - (b) News is filtered based on organizational norms
 - (c) Audiences control content
 - (d) Government decides what gets published
7. Which normative theory supports freedom of press with responsibility?
- (a) Authoritarian
 - (b) Libertarian
 - (c) Social Responsibility
 - (d) Democratic Participant
8. The "Uses and Gratifications" theory assumes that:
- (a) Audiences are passive consumers
 - (b) People actively choose media for personal satisfaction
 - (c) Media manipulates viewers
 - (d) Content is uniformly consumed
9. Which theory explores unconscious motivations behind media consumption?
- (a) Cognitive
 - (b) Humanistic
 - (c) Psychoanalytical
 - (d) Constructivist
10. B.F. Skinner is associated with which theory?
- (a) Psychoanalytical
 - (b) Behavioural
 - (c) Gestalt
 - (d) Humanistic

N-3101

11. Gestalt theory states that perception is:

- (a) Fragmented and isolated
- (c) A holistic experience

- (b) Based solely on individual elements
- (d) Randomly constructed

12. In communication, Gestalt theory emphasizes:

- (a) Message repetition
- (c) Individual words only

- (b) Contextual understanding of the whole message
- (d) Linear transmission

13. Who proposed the "Agenda Setting" theory?

- (a) Gerbner and Gross
- (c) Lazarsfeld and Merton

- (b) McCombs and Shaw
- (d) Lasswell and Berelson

14. According to cultural norms theory, media:

- (a) Creates culture from scratch
- (c) Has no role in shaping culture

- (b) Reinforces existing societal values
- (d) Destroys traditional values

15. Which propaganda technique uses selective facts to misrepresent reality?

- (a) Bandwagon
- (c) Transfer

- (b) Card stacking
- (d) Testimonial

N-3101

16. Propaganda is primarily used for:

- (a) Educational purposes
- (c) Pure entertainment

- (b) Influencing beliefs and behaviour
- (d) Scientific reporting

17. Channel theories focus on:

- (a) Message meaning
- (c) Source credibility

- (b) Medium or platform of communication
- (d) Audience interpretation

18. Gatekeeping is most relevant in:

- (a) Face-to-face communication
- (c) Personal diaries

- (b) Traditional news media
- (d) Online blogs

19. Technological determinism suggests that:

- (a) Society shapes technology
- (c) Technology has no impact

- (b) Technology shapes society independently
- (d) Culture dominates technology

20. The idea that users influence how technology evolves is called:

- (a) Technological determinism
- (c) Social shaping of technology

- (b) Diffusion theory
- (d) Cultivation theory

N-3101

21. Social learning theory was proposed by:

- (a) Carl Rogers
- (c) Sigmund Freud

- (b) Albert Bandura
- (d) Abraham Maslow

22. The social categories theory assumes that audience interpretations vary by:

- (a) Platform preference
- (c) Only age group

- (b) Demographic factors like class and gender
- (d) Technical knowledge

23. Surveillance is a key function of:

- (a) Entertainment media
- (c) Personal letters

- (b) Mass communication
- (d) Academic research

24. Public opinion is mainly shaped by:

- (a) Government alone
- (c) Mass media coverage

- (b) Family interactions
- (d) Religious sermons

25. Political communication involves:

- (a) Only political parties
- (c) Economic reports only

- (b) Information related to governance and policy
- (d) Sports news

N-3101

26. Political socialization starts at:

- (a) College level
- (c) Voting age

- (b) Childhood
- (d) Retirement

27. Which of the following is a challenge in applying Western theories in India?

- (a) High literacy rate
- (c) Similar economic conditions

- (b) Cultural differences
- (d) Same language preferences

28. Alternative communication in India aims to:

- (a) Promote corporate media
- (c) Replace digital platforms

- (b) Empower rural and marginalized groups
- (d) Increase foreign media influence

29. Participatory communication emphasizes:

- (a) Top-down decision making
- (c) Government broadcasting

- (b) Community involvement in media production
- (d) Commercial advertising

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

- (a) Uniform global models
- (c) Foreign aid dependency

- (b) Local needs and contexts
- (d) Standardized education

N-3101

31. Which theory explains how people adopt new technologies over time?
- (a) Uses and Gratifications (b) Diffusion of Innovations
(c) Cultivation (d) Agenda Setting
32. The phrase “media agenda becomes public agenda” relates to:
- (a) Uses and Gratifications (b) Agenda Setting
(c) Propaganda (d) Gatekeeping
33. Which theory believes that media exposure influences long-term perceptions of reality?
- (a) Social Learning (b) Cultivation
(c) Psychoanalytic (d) Structural Functionalism

PART - B

(7 X 6 = 42)

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

34. (a) Explain the historical development of communication theories and their relevance in modern times.
[OR]
(b) Discuss the limitations of basic communication theories in practical applications.
35. (a) Compare the Marxist and Functionalist perspectives in mass communication.
[OR]
(b) How do feminist theories critique the representation of women in media?
36. (a) Evaluate White’s Gate-Keeping model in the context of digital journalism.
[OR]
(b) What are the functions of gatekeepers in traditional and online media?
37. (a) Differentiate between Authoritarian and Libertarian theories of media.
[OR]
(b) Discuss the implications of Cultivation theory in television media today.
38. (a) Elaborate on psychoanalytical theories and their application in media analysis.
[OR]
(b) Explain the principles of behavioural theories in communication studies.
39. (a) analyse the relevance of Gestalt theory in media design and visual communication.
[OR]
(b) How do cultural dimensions influence media content in a globalized world?
40. (a) Critically examine the Agenda Setting theory and its impact on public opinion.
[OR]
(b) Discuss the role of propaganda in shaping national and international narratives.

N-3105**COURSE CODE****205933**

ONLINE PROGRAMME EXAMINATIONS
M.A. DEGREE EXAMINATION, MAY 2026
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 constitutional body has the authority to amend fundamental rights?
(a) Prime Minister's Office
(b) Parliament of India
(c) Supreme Court
(d) Election Commission
2. Freedom of the press in India is:
(a) Explicitly guaranteed in the Constitution
(b) Protected under Right to Equality
(c) Implicit under Freedom of Speech and Expression
(d) Defined by the Press Act
3. Intellectual property rights are enforced to protect:
(a) Public domain content
(b) Creative and innovative works
(c) Government data
(d) Free press access
4. A patent grants exclusive rights to:
(a) Public broadcasters
(b) Media channels
(c) Inventors of a product or process
(d) Journalists
5. The Working Journalists Act primarily deals with:
(a) Licensing of journalists
(b) Wages and working conditions
(c) Political affiliations
(d) Media ethics

N-3105

6. Which commission was formed to evaluate the state of press freedom in India post-independence?
- (a) First Press Commission
(b) Mudgal Committee
(c) Ethics Review Board
(d) Justice Verma Commission
7. The Official Secrets Act can limit journalists from:
- (a) Reporting on celebrities
(b) Covering local events
(c) Reviewing movies
(d) Publishing classified documents
8. The Right to Information ensures:
- (a) Public access to government-held information
(b) Access to entertainment content
(c) Tax exemption for media
(d) Free entry to press conferences
9. The Code of Ethics serves to:
- (a) Censor media content
(b) Guide professional conduct of media persons
(c) Impose government control
(d) Promote entertainment
10. A key responsibility of the Press Council of India is to:
- (a) Investigate criminal offences
(b) Regulate newsprint supply
(c) Enforce standards of journalistic ethics
(d) Control social media posts

N-3105

11. Which of the following is not considered defamation?

- (a) Fair comment on public performance
- (c) Publishing a private scandal

- (b) False accusation without evidence
- (d) Malicious news articles

12. Obscenity in the media is judged by:

- (a) TRP ratings
- (c) Community standards and legal tests

- (b) Commercial success
- (d) Editorial discretion alone

13. Sedition charges can be invoked under IPC when:

- (a) Speech incites violence against the state
- (c) A celebrity is criticized

- (b) Government policies are debated
- (d) Media coverage is sensational

14. The Prasar Bharati Corporation manages:

- (a) Private radio channels
- (c) Print media advertisements

- (b) Internet news portals
- (d) Public service broadcasting

15. Broadcasting policy in India is largely influenced by:

- (a) Government regulations and court rulings
- (c) UNESCO guidelines

- (b) GATT rules
- (d) Local panchayat decisions

N-3105

16. The Cinematograph Act regulates:

- (a) Radio content
- (b) Advertising
- (c) Film certification and exhibition
- (d) Mobile apps

17. Which of these is a global treaty affecting media IP rights?

- (a) Geneva Convention
- (b) Berne Convention
- (c) Montreal Protocol
- (d) Vienna Convention

18. Which law was primarily enacted to address cyber-crimes in India?

- (a) Right to Privacy Act
- (b) Cyber Security Act
- (c) Information Technology Act
- (d) Telecommunications Act

19. A cyber-attack involving mass data theft is an example of:

- (a) Cyber terrorism
- (b) Digital piracy
- (c) Trademark dispute
- (d) Broadcasting violation

20. Ethical journalism requires:

- (a) Maximizing audience engagement
- (b) Obeying only organizational policies
- (c) Avoiding unpopular views
- (d) Pursuit of truth and minimizing harm

N-3105

21. A journalist's ethical responsibility during elections includes:

- (a)Balanced and accurate coverage
- (b)Reporting based on rumors
- (c)Promoting specific candidates
- (d)Ignoring minor parties

22. Comparative media ethics involves studying:

- (a)The cost of advertising
- (b)Viewer feedback
- (c)Ethical standards across different media formats and regions
- (d)National censorship laws

23. Which code regulates advertising content in India?

- (a)Press Council Act
- (b)ASCI Code
- (c)Trademark Act
- (d)Content Censorship Bill

24. A common ethical violation in Indian journalism is:

- (a)Weather misreporting
- (b)Paid news and biased coverage
- (c)Display of credits
- (d)Running opinion polls

25. Sensationalism in crime reporting can lead to:

- (a)Legal reforms
- (b)Increased awareness
- (c)Public panic and misinformation
- (d)Legal immunity

N-3105

26. Ethical journalism in conflict zones must prioritize:

- (a) Neutral and sensitive reporting
- (c) Exclusive rights

- (b) Speed over accuracy
- (d) Government loyalty

27. Copyright protects:

- (a) Titles of articles
- (c) Company slogans

- (b) Ideas in the public domain
- (d) Original literary and artistic works

28. Piracy of media content violates:

- (a) Copyright laws
- (c) Right to privacy

- (b) Press freedom
- (d) Official Secrets Act

29. Journalism ethics and patriotism may conflict during:

- (a) Budget sessions
- (c) Reporting on defense or security issues

- (b) Live sports coverage
- (d) Weather updates

30. Broadcast Content Complaints Council deals with:

- (a) Print editorials
- (c) Advertising tax issues

- (b) TV and radio show complaints
- (d) Court cases on sedition

N-3105

31. A media house publishing fake news may be held accountable by:

- (a) Press Council of India
(c) Supreme Court registry
(b) Public grievance cell
(d) Advertising agency

32. Case studies in media ethics often highlight:

- (a) Copyright disputes
(c) Legislative amendments
(b) Breach of public trust
(d) Book publication

33. Ethical codes in journalism are intended to:

- (a) Restrict creativity
(c) Maintain public trust and accountability
(b) Control income
(d) Favor specific ideologies

PART - B

(7 X 6 = 42)

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

34. (a) Explain the relationship between the Constitution of India and media freedom.

[OR]

(b) Discuss the role of the Parliament in defining media-related privileges and powers.

35. (a) What is intellectual property and how is it significant to the media industry?

[OR]

(b) Describe the legal importance of trademarks in brand identity protection.

36. (a) Describe the composition and functions of the Press Council of India.

[OR]

(b) Explain the significance of the Official Secrets Act in national security and journalism.

37. (a) Discuss the ethical challenges involved in censorship and self-censorship in the media.

[OR]

(b) Explain how RTI has empowered citizens and journalists with examples.

38. (a) Differentiate between civil and criminal defamation with relevant legal context.

[OR]

(b) Discuss how sedition laws impact press freedom in India.

39. (a) Outline the objectives and implications of the Prasar Bharati Act.

[OR]

(b) What are the major concerns addressed by India's cyber laws with regard to media content?

40. (a) Discuss the issues of tabloid journalism and its impact on public discourse.

[OR]

(b) Write a note on the role of international organizations like WIPO in copyright enforcement.

N-3105

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

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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

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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

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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

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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.

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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

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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

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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

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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

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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

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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

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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.

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