

R-2938

Sub. Code

515201

M.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Journalism and Mass Communication

ADVERTISING AND PUBLIC RELATIONS

(CBCS – 2014 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are appeals in Advertisement?
2. What is a Slogan?
3. Define Demography?
4. Target Audience
5. Brand Image
6. What is Segmentation?
7. Outdoor Advertising
8. PSA
9. What is Digital marketing?
10. What is corporate communication?

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of advertising.

Or

- (b) Illustrate the classification of advertising.

12. (a) Explain various ethical issues in advertising.

Or

- (b) What are the skills required for a good copywriter?

13. (a) Explain the new trends in advertising.

Or

- (b) How will you create a television commercial?

14. (a) Describe the elements of PR.

Or

- (b) Write a short note on Media relations.

15. (a) Describe the process of PR with examples.

Or

- (b) List out the different PR ethics.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the scope and future of digital marketing.
 17. “The functions of PR are to inform, develop and define the mass audiences”. Elucidate.
 18. “Copyrighting for television advertisement is rather challenging and adventurous. Justify.
 19. Analyze the role of a PRO in managing a crisis of an organization.
 20. Present a case study on the success of a PR management.
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R-2939

Sub. Code

515202

M.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Journalism and Mass Communication

AUDIO PRODUCTION

(CBCS – 2014 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is modulation?
2. Vividh Bharati.
3. Console.
4. Who is the present Minister for Information and broadcasting in India?
5. Acoustic treatment.
6. Dead Air.
7. Frequency.
8. Wavelength.
9. News features.
10. Radio Jockey.

Part B

(5 × 5 = 25)

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

11. (a) Write short note on different audio programme genres.

Or

- (b) List out various digital audio editing techniques.

12. (a) Discuss about the importance of audio script.

Or

- (b) Explain the role and responsibilities of a programme producer?

13. (a) Explain the various digital audio format.

Or

- (b) Discuss the process of starting a community radio.

14. (a) What are the functions of production management.

Or

- (b) Give the need and importance of audience research.

15. (a) Explain about pre production work?

Or

- (b) Give the differences of AM, SW and FM.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Write a concept and audio script for children's programme.
 17. 'Writing for audio media is difficult than visual media'- Discuss.
 18. "The radio listening habits are dropping in recent days," Do you agree with it.
 19. What are the difference between digital recording and analogue recording?
 20. Elaborate the process of live show audio recording.
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R-2940

Sub. Code

515203

M.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Journalism and Mass Communication

VIDEO PRODUCTION

(CBCS – 2014 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. camera Angles
2. Frame rates
3. Dope sheet
4. MPEG
5. Mise-en-scène
6. Footage
7. LCD
8. Wide angle lens
9. Non Linear editing
10. OB.van

Part B

(5 × 5 = 25)

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

11. (a) Explain the responsibilities of programme producer

Or

- (b) What is Visualization? What are the elements in Visualization?

12. (a) Discuss the qualities of a good camera man

Or

- (b) Explain about challenges of multi camera production?

13. (a) Give details of various camera equipments and accessories.

Or

- (b) Critically analysis popular reality show in Tamil channel.

14. (a) What is story board?

Or

- (b) Elaborate various production crews and their duties.

15. (a) Explain the needs of computer graphics?

Or

- (b) Write a short note on digital video file formats

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What is lighting? Give the Objectives of lighting
17. Explain the shooting techniques used for TV news production.
18. Discuss the various microphones available for video production.
19. Discuss how could be a good video editor.
20. Critically analysis and suggest on the qualities of television serials.

R-2941

Sub. Code

515401

M.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Journalism and Mass Communication

DEVELOPMENT COMMUNICATION

(CBCS – 2014 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions in about a sentence or two each.

1. Comment on developing society.
2. Write the advantages of anyone model of development.
3. What is meant by development communication?
4. Comment on decentralization.
5. Give an example for agricultural communication and rural development.
6. Write the role of community radio for rural development.
7. State anyone problem faced by the development support communication.
8. Suggest a way to save environment through development communication.
9. Comment on CARD.
10. Write a development message for rural audience.

Part B

(5 × 5 = 25)

Answer **all** questions in about 200 words each.

Choosing either (a) or (b).

11. (a) Differentiate developed and developing society.
Or
(b) Explain the characteristics of developing society.
12. (a) Write the importance of democratic decentralization in village level.
Or
(b) Explain the role of television in rural development.
13. (a) Write the importance of agricultural extension support system.
Or
(b) Explain the role of agricultural communication in rural development.
14. (a) Write the role of development support communication in family welfare.
Or
(b) Explain the impact of environment in rural development with an example.
15. (a) Write the role of Self Help Group (SHG) in rural development.
Or
(b) How do you create a development message for rural audience.

Part C

(3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. Discuss the problems and issues faced by the developing society.
 17. Explain the role of media in development communication.
 18. Discuss the impact of liberalization privatization and globalization in agriculture development.
 19. Family welfare is the base for the betterment of society – Discuss.
 20. “Medium is the message” – Justify this in selection of right medium for rural audience.
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R-2942

Sub. Code

515402

M.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Journalism and Mass Communication

NEW MEDIA COMMUNICATION

(CBCS – 2014 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is convergence?
2. Write any two advantages of using mobile for education.
3. Comment on MAN network.
4. What are the advantages of OFC in new media communication?
5. What is m-commerce?
6. Write the disadvantages of advertising on internet.
7. Give any two examples of online editions of newspaper.
8. Suggest a way to handle the issue of hacking.
9. Write the use of ICT in education.
10. Write a note on digital divide.

Part B

(5 × 5 = 25)

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

11. (a) Differentiate Communication Technology and Information Technology.

Or

- (b) Write the role of C-DOT in communication.

12. (a) Differentiate LAN and WAN with an example.

Or

- (b) Explain the role of e-mail in the digital era.

13. (a) What are the advantages of Video Conference in the digital age?

Or

- (b) Write the methods to overcome cyber bullying.

14. (a) Suggest the ways to handle security issues in IT.

Or

- (b) Explain the need for cyber journalism in India.

15. (a) Explain the role of ICTs for rural development.

Or

- (b) Write a note on cultural alienation.

Part C

(3 × 10 = 30)

Answer any **three** questions in 500 words each.

16. Mobile communication is a curse for the youth – Discuss.
17. Communication Technology is a boon for the mankind – Justify.

18. Change is inevitable in the digital age – Discuss.
 19. Explain the importance of ethical issues in Cyber journalism.
 20. Empowerment can be achieved through social media – Discuss.
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