

R3525

Sub. Code

515301

M.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Journalism and Mass Communication

CONTEMPORARY ISSUES

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following questions by
choosing the correct option.

1. _____ is the primary characteristic of yellow journalism. (CO1, K2)
 - (a) Objective and unbiased reporting
 - (b) Sensationalism and exaggeration of news
 - (c) Focus on educational content
 - (d) strict adherence to facts

2. _____ of the following is a core principle of media ethics. (CO1, K1)
 - (a) Sensationalism
 - (b) Objectivity and fairness
 - (c) Biased reporting
 - (d) Plagiarism

3. _____ of the following is a major global environmental issue today. (CO1, K1)
 - (a) Climate change
 - (b) Urbanization
 - (c) Aging populations
 - (d) Overpopulation in rural areas

4. The term ‘fake news’ refers to _____. (CO2, K1)
- (a) True news that is sensationalized
 - (b) False or misleading information presented as news
 - (c) News with no reliable sources
 - (d) Satirical news
5. _____ is the primary objective of the United Nations Sustainable Development Goals (SDG5)? (CO3, K1)
- (a) To increase global trade and investment
 - (b) To promote environmental conservation
 - (c) To eliminate poverty and ensure prosperity for all
 - (d) To protect cultural heritage.
6. _____ of the following is a major concern of digital privacy? (CO1, K1)
- (a) Unregulated government surveillance
 - (b) Increasing social media use
 - (c) The growth of online shopping
 - (d) The widespread use of emojis
7. _____ country is known for its policy of ‘One Child’ that was recently relaxed? (CO3, K1)
- (a) India
 - (b) China
 - (c) Brazil
 - (d) Russia
8. Which of the following social issues has been exacerbated by the COVID-19 pandemic? (CO4, K1)
- (a) Income inequality
 - (b) Globalization
 - (c) Political corruption
 - (d) Overpopulation

9. _____ is the term for the global network of interconnected computers? (CO4, K3)
- (a) Internet
 - (b) World Wide Web
 - (c) Cloud Computing
 - (d) Artificial Intelligence
10. _____ is the term for the economic system in which the means of production are owned by the state? (CO5, K2)
- (a) Capitalism
 - (b) Socialism
 - (c) Communism
 - (d) Fascism

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Write the characteristics of concept of Globalization? (CO1, K2)
- Or
- (b) Explain Ozone depletion. (CO1, K2)
12. (a) Define Poverty among people. (CO1, K3)
- Or
- (b) How economic growth between developed and developing countries? (CO2, K3)
13. (a) What are the various factors of farmer's suicide? (CO3, K3)
- Or
- (b) Write about environmental movements? (CO3, K4)
14. (a) What is river water dispute? (CO4, K4)
- Or
- (b) Explain illegal migration. (CO5, K5)

15. (a) How higher education studies growth level in India?
(CO5, K5)

Or

- (b) Explain Right to Information act. (CO5, K5)

Part C

(5 × 8 = 40)

Answer **all** the following questions not more than
1000 words each.

16. (a) Write some major National issues happening in the
world. (CO1, K2)

Or

- (b) Explain economic and political issue of central and
state government. (CO3, K2)

17. (a) What are the major health issues in India?
(CO3, K2)

Or

- (b) Explain Green peace movement. (CO2, K2)

18. (a) What are the powers and functions of U.N general
assembly? (CO3, K3)

Or

- (b) Write about terrorism. (CO2, K3)

19. (a) What are the concepts of Sustainable Development
goals? (CO4, K5)

Or

- (b) Write salient feature of care and production of
children act 2015. (CO4, K4)

20. (a) Explain about Universal declaration of Human
rights. (CO5, K5)

Or

- (b) Write about media laws and ethics. (CO5, K3)

R3526

Sub. Code

515302

M.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Journalism and Mass Communication

BROADCAST JOURNALISM

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. _____ is a “sound bite’ in radio journalism.
(CO1, K1)
 - (a) A segment of music used in the broadcast
 - (b) A short audio clip from a person relevant to the story
 - (c) A written article that accompanies a broadcast
 - (d) A brief technical explanation of the topic

2. _____ is “sound editing” in radio journalism.
(CO1, K2)
 - (a) Choosing background music
 - (b) Cutting, organizing, and adjusting audio recordings for clarity and quality
 - (c) Writing scripts for news reports
 - (d) Creating visuals to accompany radio content

3. _____ of the following is a key element of broadcast journalism? (CO2, K2)
- (a) Print media (b) Radio and television
(c) Online media (d) Social media
4. The first step in the news gathering process is _____ (CO3, K3)
- (a) Writing the script
(b) Conducting interviews
(c) Researching the story
(d) Editing the footage
5. _____ is the purpose of a news lead. (CO4, K1)
- (a) To summarize the story
(b) To provide background information
(c) To grab the audience's attention
(d) To provide a conclusion
6. _____ is the importance of vocal delivery in broadcast journalism (CO4, K1)
- (a) To convey authority and credibility
(b) To entertain audiences
(c) To promote a particular point of view
(d) To increase ratings
7. _____ is the importance of ethics in broadcast journalism. (CO4, K2)
- (a) To ensure accuracy and credibility
(b) To increase ratings
(c) To entertain audiences
(d) To promote a particular point of view

8. _____ was AIR called in 1957. (CO5, K2)
(a) Akashwani (b) Vividh Bharti
(c) Doordarshan (d) Prasar Bharti
9. Doordarshan start color transmission on _____. (CO5, K1)
(a) 1976 (b) 1982
(c) 1984 (d) 1986
10. _____ is the purpose of a stand-up. (CO4, K1)
(a) To provide background information
(b) To summarize the story
(c) To provide a conclusion
(d) To add visual interest to the report

Part B

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) What are the Production Process in Radio? (CO1, K1)

Or

- (b) Explain structure of Radio news bulletin. (CO2, K2)

12. (a) What are the types of genres in Television? (CO2, K3)

Or

- (b) Write about Television Panel. (CO3, K3)

13. (a) Explain Different types of News based programmes. (CO4, K2)

Or

- (b) Write about Non fiction script writing? (CO4, K2)

14. (a) Explain few tips of vocal stressing and appearances. (CO3, K2)

Or

(b) Explain live coverage in Television. (CO4, K5)

15. (a) What is docu-drama? (CO5, K5)

Or

(b) Explain corporate and Institutional film. (CO5, K5)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Explain types of lighting and its usage. (CO1, K3)

Or

(b) Explain different types of Shots and Angles. (CO1, K3)

17. (a) Explain Private Commercial Radio and Community Radio. (CO2, K2)

Or

(b) What are the broadcasting techniques in radio? (CO2, K2)

18. (a) Explain live coverage, News rundown. (CO3, K3)

Or

(b) What are the things to follow basics of script writing? (CO3, K3)

19. (a) Explain Preproduction, Production and Post Production. (CO4, K3)

Or

(b) Different types of News based programmes. (CO4, K3)

20. (a) Briefly about Writing and Editing. (CO5, K4)

Or

(b) Describe technical Knowledge of Electronic media. (CO5, K4)

R3527

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515303

M.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Journalism and Mass Communication

Elective — DEVELOPMENT COMMUNICATION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions by choosing the correct option.

1. Which of the following is NOT one of the Millennium Development Goals. (CO1, K1)
 - (a) Eradicate extreme poverty and hunger
 - (b) Achieve universal primary education
 - (c) Promote space exploration
 - (d) Combat HIV/AIDS, malaria and other diseases

2. Who among the following is associated with the Modernization Theory in Development Communication? (CO2, K1)
 - (a) Paulo Freire
 - (b) Daniel Lerner
 - (c) Antonio Gramsci
 - (d) Stuart Hall

3. The Kheda Communication Project (KCP) was implemented in which state? (CO5, K1)
- (a) Uttar Pradesh (b) Gujarat
(c) Madhya Pradesh (d) Rajasthan
4. What does PRA stand for in Development Communication? (CO2, K1)
- (a) Public Relations Approach
(b) Participatory Rural Appraisal
(c) Primary Rural Access
(d) Participatory Research Analysis
5. Which model emphasizes structural inequalities between developed and developing nations? (CO2, K2)
- (a) Modernization Model
(b) Dependency Model
(c) Need-based Model
(d) Interdependence Model
6. SITE stands for: (CO5, K1)
- (a) Satellite Instructional Television Experiment
(b) Social Information and Training Extension
(c) Systematic Instructional Technology Evaluation
(d) Satellite Interactive Training Environment

7. Which international agency focuses on children’s welfare and development? (CO5, K1)
- (a) WHO (b) FAO
(c) UNICEF (d) IMF
8. Community Radio is primarily associated with: (CO5, K2)
- (a) National broadcasting
(b) Top-down communication
(c) Local content and participation
(d) Commercial advertising
9. Organic Farming is related to which development issue? (CO5, K2)
- (a) Health
(b) Education
(c) Agriculture
(d) Urbanization
10. The concept of “conscientization” is central to the work of: (CO3, K1)
- (a) Wilbur Schramm
(b) Evert Rogers
(c) Mahatma Gandhi
(d) Paulo Freire

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Define sustainable development and mention two indicators of development. (CO1, K2)

Or

- (b) Briefly explain India's development dilemma between economic growth and social justice. (CO1, K2)

12. (a) Explain the role of folk media in development communication. (CO2, K3)

Or

- (b) Differentiate between modernization and dependency theories of development. (CO2, K3)

13. (a) What is Development Support Communication (DSC)? Mention its philosophy. (CO3, K2)

Or

- (b) How does social advertising contribute to behaviour change in communities? (CO3, K2)

14. (a) Describe the role of ICT in bridging the digital divide in rural India. (CO5, K2)

Or

- (b) Write a short note on the Jhabua Development Communication Project (JDCP). (CO5, K2)

15. (a) Explain the role of Self-Help Groups (SHGs) in women's empowerment. (CO5, K2)

Or

- (b) What are the key agricultural issues in Indian development discourse? (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Discuss the interrelationship between communication and development. Illustrate with example. (CO2, K4)

Or

- (b) Critically analyse the Modernization Theory in the context of developing countries. (CO2, K4)

17. (a) Explain the concept and process of Participatory Development Communication. How does PRA facilitate it? (CO2, K5)

Or

- (b) Compare and contrast the development communication models of Wilbur Schramm and Evert Rogers. (CO2, K5)

18. (a) Discuss the role of print and electronic media in promoting development messages in India. (CO3, K4)

Or

- (b) Elaborate on Gandhi's and Paulo Freire's concepts of development and communication. (CO3, K4)

19. (a) Examine the role of Community Radio as a tool for empowerment and grassroots development. (CO5, K5)

Or

- (b) Evaluate the impact of the Satellite Instructional Television Experiment (SITE) on rural education and development. (CO5, K5)

20. (a) Analyse the role of international organizations like WHO and UNDP in development communication. (CO5, K4)

Or

- (b) Discuss food security and environmental displacement as critical development issues in India. (CO5, K4)
