

R4463

Sub. Code

25MJM2C1

M.A. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Journalism and Mass Communication

COMMUNICATION THEORIES AND MODELS

(CBCS – 2025 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. Which level of communication involves the “Concept of Self” and the “Johari Window”? (CO1, K1)
 - (a) Interpersonal
 - (b) Intrapersonal
 - (c) Mass Communication
 - (d) Group Communication

2. The “7Cs” are used as a guideline for ensuring what? (CO1, K1)
 - (a) Visual Literacy
 - (b) Barrier Identification
 - (c) Effective Communication
 - (d) Media Hegemony

3. In Berlo's SMCR model, what does the "R" stand for? (CO2, K1)
- (a) Representative
 - (b) Receiver
 - (c) Retraction
 - (d) Regulation
4. Which model is characterized by a "circular" or "interactive" process rather than a linear one? (CO2, K2)
- (a) Aristotle's Model
 - (b) Lasswell's Model
 - (c) Wilbur Schramm's Model
 - (d) Shannon-Weaver Model
5. The 'Hypodermic Needle Theory' suggests that media effects are: (CO3, K1)
- (a) Direct and powerful
 - (b) Slow and indirect
 - (c) Limited by gatekeepers
 - (d) Non-existent
6. Which theory focuses on how media sets the importance of specific topics in the public mind? (CO3, K1)
- (a) Cultivation Theory
 - (b) Agenda Setting
 - (c) Balance Theory
 - (d) Cognitive Dissonance

7. Which Normative Theory of the Press emphasizes that the media should serve the working class? (CO4, K1)
- (a) Libertarian
 - (b) Authoritarian
 - (c) Socialist
 - (d) Social Responsibility
8. The concept of “Media Hegemony” is primarily associated with which school of thought? (CO4, K1)
- (a) Frankfurt School
 - (b) Asian Perspective
 - (c) Chicago School
 - (d) NWICO
9. What term refers to the merging of traditional and digital media platforms? (CO5, K1)
- (a) Globalization
 - (b) Digitization
 - (c) Media Convergence
 - (d) Interactivity
10. The Macbride Commission Report is central to the discussion of : (CO5, K1)
- (a) ELM Theory
 - (b) NWICO
 - (c) Propaganda
 - (d) Cognitive Dissonance

Part B

(5 × 5 = 25)

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

11. (a) Define Communication and explain its core elements. (CO1, K3)

Or

- (b) Discuss the 7Cs of Effective Communication. (CO1, K3)

12. (a) Explain Aristotle's Model of Communication. (CO2, K4)

Or

- (b) Compare the Shannon-Weaver and Wilbur Schramm models. (CO2, K4)

13. (a) Discuss the Diffusion of Innovation theory. (CO3, K4)

Or

- (b) Explain the "Two-Step Flow" of communication. (CO3, K4)

14. (a) Write notes on the Social Responsibility Theory of the press. (CO4, K5)

Or

- (b) Explain the concept of the 'Public Sphere.' (CO4, K5)

15. (a) Describe the characteristics of a “Network Society.”
(CO5, K5)

Or

- (b) Discuss the impact of Media Imperialism. (CO5, K5)

Part C (5 × 8 = 40)

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

16. (a) Elaborate on the different levels of communication with examples. (CO1, K4)

Or

- (b) Analyze the barriers to communication (Physical, Mechanical, Psychological). (CO1, K4)

17. (a) Explain Dance’s Helical Model and Gerbner’s Model in detail. (CO2, K4)

Or

- (b) Critically evaluate the Spiral of Silence model. (CO2, K4)

18. (a) Discuss the “Uses and Gratification” and “Dependency” theories. (CO3, K4)

Or

- (b) Explain the Behavioral Theories: Selective Exposure and Selective Perception. (CO3, K4)

19. (a) Compare and contrast Authoritarian and Libertarian theories of the press. (CO4, K5)

Or

- (b) Discuss the contributions of the Frankfurt School to media theory. (CO4, K5)

20. (a) Explain the Propaganda Model by Chomsky and Herman. (CO5, K4)

Or

- (b) Discuss the challenges and trends in communication within developing nations. (CO5, K4)
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Sub. Code

25MJM2C2

M.A. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Journalism and Mass Communication

CONTEMPORARY ISSUES

(CBCS – 2025 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. What format of writing is specifically designed to represent the official opinion of a media house? (CO1, K1)
(a) News (b) Editorial
(c) Article (d) Feature
2. The concept of “Sustainability” primarily addresses the balance between development and: (CO1, K1)
(a) Politics (b) Environment
(c) Literacy (d) Governance
3. Which global body is the primary forum for discussing international conflicts and peace initiatives? (CO1, K1)
(a) UN Bodies (b) Press Associations
(c) NGOs (d) Regional Councils
4. Issues involving “Human Trafficking” and “Immigration” are categorized under: (CO2, K2)
(a) National Issues
(b) Local Issues
(c) International Issues
(d) Media Issues

5. “Communalism” and “Extremism” are major challenges to a nation’s: (CO3, K2)
- (a) Internal Security (b) External Trade
(c) Literacy Rate (d) Infrastructure
6. The “Centre-State Relationship” in India often faces tension regarding: (CO4, K1)
- (a) Yellow Journalism (b) River Water Disputes
(c) Global Warming (d) Cross Media Ownership
7. Differences in “Per Capita Income” and “Literacy Rates” between states are indicators of: (CO4, K1)
- (a) Global Forums (b) Regional Imbalances
(c) Ethical Media (d) Social Media
8. Which term refers to journalism that uses sensationalism and crude exaggeration? (CO5, K1)
- (a) Paid News (b) Ethical Media
(c) Yellow Journalism (d) Idea-based writing
9. “Cross Media Ownership” is a contemporary issue that affects media: (CO5, K1)
- (a) Diversity and Credibility
(b) Literacy Rates
(c) Rural Scenario
(d) Land Reforms
10. The phenomenon of “Fake News” is most prevalent in which modern platform? (CO5, K1)
- (a) Editorials
(b) Social media
(c) UN Journals
(d) Government Gazettes

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of Issue-Based Writing in modern journalism. (CO1, K3)

Or

- (b) Discuss the impact of Poverty on the Rural Scenario. (CO1, K3)

12. (a) Highlight the role of UN Bodies in managing global conflicts. (CO2, K4)

Or

- (b) Analyse the relationship between Climate Change and Global Warming. (CO2, K4)

13. (a) Discuss the causes and consequences of Unemployment in a national context. (CO3, K4)

Or

- (b) Explain the importance of Governance and Accountability in public health. (CO3, K4)

14. (a) Elaborate on Regional Disparities and their effect on national planning. (CO4, K5)

Or

- (b) Discuss the mechanism for Conflict Resolution in regional land reforms. (CO4, K5)

15. (a) Define “Paid News” and its impact on the credibility of media houses. (CO5, K5)

Or

- (b) Explain the role of Press Associations at the national and international levels. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Write an essay on Women Empowerment and its role in sustainable development. (CO1, K5)

Or

- (b) Critically examine the various formats of writing: News, Articles, and Editorials. (CO1, K5)

17. (a) Discuss the “New World Order” and its impact on bilateral relations between countries. (CO2, K5)

Or

- (b) Analyse the global challenges of Human Trafficking and Immigration issues. (CO2, K4)

18. (a) Evaluate the complexities of the Centre-State relationship in India regarding Mega Migrations and River Water disputes. (CO3, K5)

Or

- (b) Examine the impact of Casteism and Regionalism on national internal security. (CO3, K5)

19. (a) Discuss the differences in levels of Industrialization and Health Services as regional imbalances. (CO4, K4)

Or

- (b) Analyze Agricultural and Land Reforms as a political and economic issue between Centre and State. (CO4, K4)

20. (a) “Social Media is a double-edged sword for News Credibility.” Discuss with reference to Fake News. (CO5, K5)

Or

- (b) Elaborate on the ethics of media and the challenges posed by Yellow Journalism today. (CO5, K5)

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Sub. Code

25MJM2C3

M.A. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Journalism and Mass Communication

BROADCAST JOURNALISM

(CBCS – 2025 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. Which mode of radio propagation is primarily used for FM (Frequency Modulation) broadcasting? (CO1, K1)
(a) Ground Wave (b) Sky Wave
(c) Line of Sight (d) Ionospheric Refraction
2. The concept of Public Service Broadcasting' in India is primarily embodied by: (CO1, K1)
(a) Vividh Bharti (b) Prasar Bharati
(c) Radio City (d) HAM Radio
3. In a radio newsroom, the process of selecting and arranging news stories for a bulletin is called: (CO2, K1)
(a) Sound Perspective
(b) Voice Casting
(c) News Rundown
(d) Vox-Populi

4. Which of the following is a “Visual Thinking” format used in the initial stages of scriptwriting? (CO2, K1)
- (a) PTC (b) Synopsis
(c) Voiceover (d) Log Sheet
5. A “Vox-Populi” segment in broadcast journalism refers to: (CO2, K1)
- (a) Expert interviews (b) Voice of the people
(c) Panel discussions (d) Weather reports
6. Which television camera movement involves the camera moving physically toward or away from the subject? (CO3, K1)
- (a) Pan (b) Tilt
(c) Dolly (d) Truck
7. The term ‘PTC” in TV reporting stands for: (CO3, K1)
- (a) Post-Telecast Communication
(b) Piece to Camera
(c) Public Television Centre
(d) Point of Transition
8. Which element of vocal treatment refers to the ‘quality’ or ‘colour” of a person’s voice? (CO4, K2)
- (a) Pitch (b) Timbre
(c) Tempo (d) Volume
9. A short film that focuses on the life story of a real person is known as a: (CO4, K2)
- (a) Docu-drama (b) Biopic
(c) Ad Film (d) Mockumentary
10. AM (Amplitude Modulation) is primarily broadcasted through which wave bands? (CO5, K2)
- (a) SW and MW (b) FM only
(c) Satellite only (d) Microwaves

Part B

(5 × 5 = 25)

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

11. (a) Discuss the strengths and limitations of Radio as a mass medium. (CO1, K3)

Or

- (b) Explain the organizational structure and management of Public Service Broadcasting. (CO1, K3)

12. (a) Describe the role and functions of the Production Crew in a radio station. (CO2, K4)

Or

- (b) Explain the importance of “Sound Effects” and “Music” in creating audio space. (CO2, K4)

13. (a) Discuss the characteristics of TV news and how it differs from Print news. (CO3, K4)

Or

- (b) Explain the format and production of a “Talk Show.” (CO3, K4)

14. (a) Elaborate on the different types of TV Documentaries. (CO4, K4)

Or

- (b) Discuss the technical aspects of “Set Designing” and “Lighting” for television. (CO4, K4)

15. (a) Explain the “Outline” and “Treatment” phases of script writing. (CO5, K5)

Or

- (b) Discuss the role of “Corporate and Institutional Films” in modern communication. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Analyse the role of Community and Campus Radio in rural development. (CO1, K4)
- Or
- (b) Explain the Electromagnetic Spectrum and the differences between AM, SW, and FM. (CO1, K4)
17. (a) Detail the process of “Production Planning and Execution” for a radio news bulletin. (CO2, K4)
- Or
- (b) Discuss the “Art of News Reading” including voice casting and pronunciation. (CO2, K4)
18. (a) Critically examine the production stages of a 24-hour TV news channel. (CO3, K4)
- Or
- (b) Explain the various “Camera Shots and Movements” and their psychological impact on viewers. (CO3, K4)
19. (a) Discuss the significance of “Live Coverage” and the role of the reporter during a “Walk-Through”. (CO4, K4)
- Or
- (b) Analyse the qualities of a broadcast professional, focusing on Pitch, Volume, and Vitality. (CO4, K4)
20. (a) Provide a comprehensive guide to “Script Writing Formats” for Non-Fiction and Educational films. (CO5, K5)
- Or
- (b) Discuss the basics of “Short Film Production” from research to final treatment. (CO5, K5)

R4466

Sub. Code

25MJM2E1

M.A. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Journalism and Mass Communication

Elective – ADVERTISING AND PUBLIC RELATIONS

(CBCS – 2025 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. What is the primary focus of “Image Building” in Public Relations? (CO1, K1)
 - (a) Increasing sales commissions
 - (b) Creating a favourable public perception
 - (c) Reducing production costs
 - (d) Hiring new employees

2. Which PR tool involves a pre-written story sent to news editors to inform the public? (CO1, K2)
 - (a) Press Release
 - (b) Slogan
 - (c) Logo
 - (d) Backgrounder

3. CSR stands for: (CO2, K1)
- (a) Company Social Responsibility
 - (b) Corporate Social Responsibility
 - (c) Customer Service Relations
 - (d) Central State Regulations
4. Which professional organization is specific to the PR industry in India? (CO2, K2)
- (a) IPRA
 - (b) PRSI
 - (c) UNESCO
 - (d) UNICEF
5. The core function of a “Copywriter” in an advertising agency is to: (CO3, K2)
- (a) Design the visual layout
 - (b) Manage the financial accounts
 - (c) Write the text and slogans for ads
 - (d) Buy media airtime
6. “Lobbying” is best understood as the process of: (CO3, K2)
- (a) Organizing a press tour
 - (b) Influencing government policy or decisions
 - (c) Creating a brand logo
 - (d) Filming a video news release

7. Which of the following is considered “Outdoor Media”?
(CO4, K1)
- (a) Television
 - (b) Radio
 - (c) Billboards and Hoardings
 - (d) Blogs
8. In advertising, the “Body Copy” refers to: (CO4, K2)
- (a) The main text explaining the product
 - (b) The company logo
 - (c) The headline
 - (d) The visual images used
9. Digital Media advertising includes platforms such as:
(CO5, K1)
- (a) Newsletters
 - (b) LinkedIn and Twitter
 - (c) Brochures
 - (d) Print Newspapers
10. A “Video News Release” (VNR) is primarily used to:
(CO5, K2)
- (a) Sell products directly to consumers
 - (b) Provide television stations with ready-to-air PR content
 - (c) Train internal staff
 - (d) Conduct market research

Part B

(5 × 5 = 25)

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

11. (a) Examine how PR differs from Marketing and Sales Promotion in a service sector context. (CO1, K3)

Or

- (b) Illustrate the role of “Crisis Management” in maintaining a brand’s image during a scandal. (CO1, K3)

12. (a) Compare the organizational structure of a PR department in a Private Sector company versus an NGO. (CO2, K4)

Or

- (b) Analyse the advantages of using social media over Print Media for publicizing a government scheme. (CO2, K4)

13. (a) Evaluate the growing significance of Lobbying as a business enterprise in the modern political landscape. (CO3, K5)

Or

- (b) Assess the ethical challenges faced by PR professionals in Celebrity Management. (CO3, K5)

14. (a) Apply the principles of advertising ethics to the debate regarding children in advertising. (CO4, K3)

Or

- (b) Categorize the different types and classifications of advertising based on their target audience. (CO4, K4)

15. (a) Breakdown the steps involved in creating a “Good Layout” for a print advertisement. (CO5, K4)

Or

- (b) Discuss the importance of a “Slogan” and “Logo” in creating a global brand identity. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) “PR is about persuasion, not just information.” Critique this statement with reference to PR definitions and emerging trends. (CO1, K4)

Or

- (b) Develop a PR strategy for a new brand promotion using at least four different Media Tools. (CO1, K5)

17. (a) Compare and contrast the functions of an In-House PR department with a PR Consultancy. (CO2, K4)

Or

- (b) Formulate a communication plan for a State Government department to reach rural publics using Radio and Outdoor Media. (CO2, K5)

18. (a) Analyse the role of professional organizations like PRSI and IPRA in maintaining Public Relation Ethics. (CO3, K4)

Or

- (b) Design a hypothetical PR Campaign for a social sector cause, highlighting the use of sponsorships and events. (CO3, K5)

19. (a) Examine the evolution of advertising from its historical roots to its current role in Digital Media. (CO4, K4)

Or

- (b) Evaluate the ethical implications of how women are portrayed in contemporary advertising practices. (CO4, K5)

20. (a) Analyse the structure and functions of a modern Ad Agency and how it manages global trends in copy elements. (CO5, K4)

Or

- (b) Create a comprehensive pitch for a ‘Political Advertising’ campaign, explaining the use of Headlines, Body Copy, and Visuals. (CO5, K5)
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R4952

Sub. Code

515401

M.A. DEGREE EXAMINATION, APRIL – 2026

Fourth Semester

Journalism and Mass Communication

COMMUNICATION RESEARCH

(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. Which element of research can take on different quantitative or qualitative values? (CO1, K1)
 - (a) Hypothesis
 - (b) Variable
 - (c) Element
 - (d) Step

2. Secondary data is primarily collected from: (CO1, K1)
 - (a) Interviews
 - (b) Questionnaires
 - (c) Existing records and books
 - (d) Observations

3. Which sampling technique is often used when the population is difficult to locate, relying on referrals? (CO1, K2)
- (a) Quota
 - (b) Stratified
 - (c) Snowball
 - (d) Cluster
4. “Objectivity” in research refers to: (CO2, K1)
- (a) Personal bias
 - (b) Consistency of results
 - (c) Freedom from researcher bias
 - (d) Depth of study
5. Which type of analysis focuses on the person or organization that originates a message? (CO2, K1)
- (a) Message Analysis
 - (b) Source Analysis
 - (c) Feedback Analysis
 - (d) Channel Analysis
6. A research schedule and budgetary requirements are essential parts of a: (CO3, K2)
- (a) Bibliography
 - (b) Tabulation
 - (c) CSR Proposal
 - (d) Graphic representation

7. Which measurement scale is characterized by an absolute zero point? (CO4, K1)
- (a) Nominal (b) Ordinal
- (c) Ratio (d) Interval
8. Standard Deviation is a measure of: (CO4, K2)
- (a) Central Tendency
- (b) Dispersion
- (c) Correlation
- (d) Classification
9. Which of the following is an attitude measurement scale that is cumulative in nature? (CO5, K1)
- (a) Likert
- (b) Guttman
- (c) Semantic Differential
- (d) Rating Scale
10. The process of arranging data into rows and columns is called: (CO5, K1)
- (a) Classification
- (b) Tabulation
- (c) Coding
- (d) Variance

Part B

(5 × 5 = 25)

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

11. (a) Explain the ‘Scientific Method’ in Mass Media Research. (CO1, K3)

Or

- (b) Discuss how to formulate a valid Research Problem. (CO1, K3)

12. (a) Define “Observation Method” and its types in data collection. (CO2, K4)

Or

- (b) Explain the importance of “Case Studies” in communication research. (CO2, K4)

13. (a) Discuss the significance of “Feedback Effect Analysis” in media studies. (CO3, K4)

Or

- (b) Describe the role of communication research in the development of Indian media. (CO3, K4)

14. (a) Explain the scheduling of activities in a Communication Survey Research proposal. (CO4, K5)

Or

- (b) Discuss the use of Pareto Charts in Market Research. (CO4, K5)

15. (a) Explain the concept of Correlation in data analysis. (CO5, K4)

Or

- (b) Discuss the importance of a Bibliography and Index in report writing. (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) Elaborate on the different Types and Approaches to Research (Qualitative vs. Quantitative). (CO1, K4)

Or

- (b) Discuss the role and types of Hypothesis in communication research. (CO1, K4)

17. (a) Analyse Content Analysis as a research tool with its advantages and limitations. (CO2, K4)

Or

- (b) Detailed evaluation of Sampling Problems and how to overcome them. (CO2, K4)

18. (a) Examine the different components of Communication Research: Source, Message, Channel, and Receiver. (CO3, K5)

Or

- (b) Discuss the ethical dilemmas faced by researchers in Mass Media. (CO3, K4)

19. (a) Evaluate the uses of Communication Survey Research in Corporate Social Responsibility. (CO4, K4)

Or

- (b) Analysis of Market Research techniques used in modern advertising agencies. (CO4, K4)
20. (a) Discuss Attitude Measurement using various scales like Likert and Semantic Differential. (CO5, K4)

Or

- (b) Explain the use of Statistical Tools (ANOVA, Standard Deviation) and software in research. (CO5, K4)
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R4953

Sub. Code

515402

M.A. DEGREE EXAMINATION, APRIL – 2026

Fourth Semester

Journalism and Mass Communication

NEW MEDIA STUDIES

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. The merging of distinct media technologies and content forms into a single digital platform is known as:
(CO1, K1)
 - (a) Divergence
 - (b) Convergence
 - (c) Metamorphosis
 - (d) Hyper-personalization

2. Who among the following is a primary theorist of the “Network Society”?
(CO1, K1)
 - (a) Daniel Bell
 - (b) Manuel Castells
 - (c) Jurgen Habermas
 - (d) Michel Foucault

3. The gap between those who have access to ICT and those who do not is termed as: (CO2, K1)
- (a) Knowledge Gap
 - (b) Information Overload
 - (c) Digital Divide
 - (d) Cultural Alienation
4. Which theory suggests that technology is the primary driver of social and cultural change? (CO2, K1)
- (a) Constructivism
 - (b) Functionalism
 - (c) Technological Determinism
 - (d) Postmodernism
5. “Culture Jamming” is a tactic used in new media to: (CO3, K1)
- (a) Boost advertising
 - (b) Subvert mainstream media messages
 - (c) Increase gaming speed
 - (d) Enhance piracy
6. The transition from a manufacturing-based economy to a service-and-information-based economy is called: (CO3, K2)
- (a) Industrial Society
 - (b) Post-industrial Society
 - (c) Global Village
 - (d) Agrarian Society

7. Marshall McLuhan coined which term to describe the world contracted into a single community by electric technology? (CO3, K1)
- (a) Hyper-reality
 - (b) Global Village
 - (c) Cyber-space
 - (d) Digital Ecosystem
8. Which of the following is considered a “Cybercrime”? (CO4, K1)
- (a) Participatory Culture
 - (b) Interactivity
 - (c) Piracy
 - (d) Digitization
9. The “Uses and Gratifications” approach in new media focuses on: (CO4, K1)
- (a) What media does to people
 - (b) Why people use specific media
 - (c) How governments control media
 - (d) The speed of internet
10. Which theory addresses the psychological state of being overly dependent on the internet? (CO5, K1)
- (a) Networking Theory
 - (b) Internet Addiction
 - (c) Constructivism
 - (d) Functionalism

Part B

(5 × 5 = 25)

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

11. (a) Discuss the core characteristics of New Communication Technologies. (CO1 ,K3)

Or

- (b) Explain the concept of Convergence in the digital era. (CO1, K3)

12. (a) Highlight the definitions and characteristics of the “Information Society”. (CO2, K4)

Or

- (b) Summarize Jurgen Habermas’s perspective on the Public Sphere in the context of new media. (CO2, K4)

13. (a) Discuss the impact of New Media on traditional (Old) Media platforms. (CO3, K4)

Or

- (b) Explain the concepts of “Information Rich” and “Information Poor.” (CO3, K4)

14. (a) Describe the socio-technical paradigm of ICT adoption. (CO4, K5)

Or

- (b) Analyze the “Knowledge Gap” hypothesis in the digital age. (CO4, K5)

15. (a) Discuss the ethical issues surrounding “Invasion of Privacy” in new media. (CO5, K4)

Or

- (b) Briefly explain the regulatory aspects of the Information Bill. (C05, K4)

Part C

(5 × 8 = 40)

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

16. (a) Critically examine the evolution of new media audiences from “Mass” to “Interactive.” (CO1, K4)

Or

- (b) Analyze the structure and functions of New Media Technology in modern social interaction. (CO1, K4)

17. (a) Compare and contrast the Information Society theories of Manuel Castells and Daniel Bell. (CO2, K4)

Or

- (b) Discuss the role of Michel Foucault’s power/knowledge dynamics in new media studies. (CO2, K4)

18. (a) Evaluate the social and cultural consequences of “Social Networking” and “Social Control.” (CO3, K5)

Or

- (b) Discuss “Participatory Culture” and its role in empowering the digital citizen. (CO3, K5)

19. (a) Examine New Media through the lenses of “Constructivism” and “Postmodernism.” (CO4, K5)

Or

- (b) Discuss the “Metamorphosis” of communication and the concept of “Hyper-personal Communication.” (CO4, K5)

20. (a) Analyse the various types of Cybercrimes and the importance of Cyber Regulations. (CO5, K5)

Or

- (b) Discuss the impact of “Information Commodification” on modern consumption norms. (CO5, K5)
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Sub. Code

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M.A. DEGREE EXAMINATION, APRIL – 2026

Fourth Semester

Journalism and Mass Communication

Elective – POLITICAL COMMUNICATION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. Which constitutional body in India is responsible for recommending the allocation of revenue between the Central and State governments? (CO1, K1)
 - (a) Planning Commission
 - (b) Finance Commission
 - (c) RBI
 - (d) SEBI

2. A budget where total estimated revenue is equal to total estimated expenditure is known as: (CO1, K2)
 - (a) Surplus Budget
 - (b) Deficit Budget
 - (c) Zero Deficit Budget
 - (d) Rolling Budget

3. The MRTP Act, often discussed in business journalism, primarily aimed to regulate: (CO2, K1)
- (a) Tax Evasion
 - (b) Monopolies and Restrictive Trade
 - (c) Foreign Exchange
 - (d) Industrial Disputes
4. Which of the following is a primary source of news for a financial journalist regarding national monetary policy? (CO3, K2)
- (a) AGMs
 - (b) RBI Reports
 - (c) Chamber of Commerce
 - (d) Stock Exchange
5. The “Watchdog” role of a business journalist refers to: (CO4, K2)
- (a) Promoting corporate interests
 - (b) Protecting the public interest against corporate wrongdoing
 - (c) Managing a database
 - (d) Editing press releases
6. FERA (Foreign Exchange Regulation Act) was a significant law relevant to which sector? (CO2, K1)
- (a) Agriculture
 - (b) International Finance and Business
 - (c) Local Trading
 - (d) Social Audit

7. The process of analysing the financial health of a company using its annual statement is called reading a:
(CO3, K2)
- (a) Budget
 - (b) Company Report
 - (c) Social Audit
 - (d) Tax Law
8. Which organization was historically responsible for the centralized planning of India's economic development?
(CO1, K1)
- (a) Public Accounts Committee
 - (b) Finance Commission
 - (c) Planning Commission
 - (d) Money Market
9. "Economic Imperialism" is often discussed in the context of:
(CO5, K2)
- (a) Local entrepreneurship
 - (b) The rising power of multi-nationals and globalization
 - (c) Zero deficit budgeting
 - (d) Agricultural subsidies
10. A "Social Audit" in business reporting is used to evaluate:
(CO4, K2)
- (a) Net Profit only
 - (b) A company's social responsibility and ethical performance
 - (c) Share market trends
 - (d) Tax liabilities

Part B

(5 × 5 = 25)

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

11. (a) Explain the basic structure of the finance system in India regarding revenue distribution. (CO1, K3)

Or

- (b) Describe the importance of the Public Accounts Committee in government finance. (CO1, K3)

12. (a) Discuss the impact of the “New Economic Policy” on state intervention in India. (CO2, K4)

Or

- (b) Briefly explain the relevance of the Companies Act to business journalism. (CO2, K4)

13. (a) Identify the major sources of news for the money and commodities markets. (CO3, K5)

Or

- (b) Discuss how a journalist should interpret and analyse reports from AGMs. (CO3, K5)

14. (a) Trace the history and evolution of Business Journalism in the Indian context. (CO4, K4)

Or

- (b) Explain the ethical considerations involved in financial and business reporting. (CO4, K4)

15. (a) Analyse the role of the steel and cement industries in the national economy. (CO5, K4)

Or

- (b) Discuss the global perspective on the role of the state in the globalization process. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Provide a detailed guide on the “Budget-making exercise” and how to read a Central Budget. (CO1, K4)

Or

- (b) Compare and contrast the roles of the Finance Commission and the Planning Commission. (CO1, K4)

17. (a) Critically examine the impact of Indian corporate conglomerates and multinationals on the economy. (CO2, K5)

Or

- (b) Elaborate on the legal framework governing industrial relations and disputes in India. (CO2, K5)

18. (a) Discuss the significance of RBI reports and their analysis in business journalism. (CO3, K5)

Or

- (b) Explain the role of Chambers of Commerce as a source of industrial and trading news. (CO3, K5)

19. (a) Examine the “Watchdog” vs. “Servant” concepts in the context of modern business journalism.
(CO4, K4)

Or

- (b) Discuss the influence of satellite networks and new information technology on business trends.
(CO4, K4)

20. (a) Analyse the concept of “Economic Imperialism” and the rising power of MNCs in the 21st century.
(CO5, K5)

Or

- (b) Evaluate the role of the service and agricultural sectors in the current Indian economic environment.
(CO5, K5)
