

SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION APRIL 2022

(CBCSS)

Journalism and Mass Communication

MCJ 2C 05—GLOBAL COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*
 2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
 3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
 4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*
- I. Write short notes on any *four* of the following. Each question carries two weights.
- a) NWICO.
 - b) TRIA.
 - c) Sony.
 - d) Media Monopoly.
 - e) Market Dominance.
 - f) Amazon.
 - g) News Agencies.

(4 × 2 = 8 weightage)

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- a) Elaborate Time Warner and Comcast Global Corporation.
- b) Explain the concept of Global Communication.
- c) Discuss the cross-media ownership in India Media.
- d) Elaborate Sepstrup's Transnational television flow Model.
- e) "Is KPop bringing a new wave of cultural imperialism in the globe/world". Comment.
- f) Delineate the significance of Global Advertising Corporation.
- g) What is FDI ? Discuss the FDI Policy in Indian Media.

(4 × 3 = 12 weightage)

III. Write long essays on any *two* of the following. Each question carries five weights

- a) Delineate on the Mowlana's Model of International Communication.
- b) 'Corporatization of media has negative impact on media'. Comment.
- c) Discuss the effectiveness of India Media Giants and its National and Global impact.
- d) Elaborate the Telecommunication policies in India.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2022**

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Journalism and Mass Communication

MCJ 2C 04—DEVELOPMENT COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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- I. Write short notes on any *four* of the following. Each question carries two weightages.
- (a) Dominant Paradigm.
 - (b) Traditional Media.
 - (c) Lerner's Model.
 - (d) SITE.
 - (e) Social marketing approach.
 - (f) Alternative Paradigm.
 - (g) Under developing countries.

(4 × 2 = 8 weightage)

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- (a) Discuss the Socio-economic barriers in Development Communication.
- (b) Trace the history of Development Communication in India.
- (c) Explain the concept of development and discuss the indicators of development.
- (d) 'Effective utilization of folk media can bring development in rural India'. Comment.
- (e) Elaborate the elements of Roger's Diffusion of Innovation model.
- (f) Deliberate the significance of social media in the development of India.
- (g) Delineate any *three* models of development.

(4 × 3 = 12 weightage)

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Discuss Wilbur Schramm's magic multiplier model of Development.
- (b) 'Gender empowerment will lead to the country's sustainable development. Comment.
- (c) What is Democratic decentralization? Discuss its importance.
- (d) Discuss science popularization in social development with suitable examples.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2022**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 03—RADIO AND TELEVISION PRODUCTION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- | | |
|-----------------------|-------------------|
| a) Non-News Programs. | b) Gatekeeping. |
| c) Shooting Script. | d) Radio Drama. |
| e) Radio Scripting. | f) Staged Events. |
| g) Source of News. | |

(4 × 2 = 8 weightage)

Section B

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- a) What are the different categories of microphones used for Radio Broadcasting ?
- b) Distinguish between Indoor Reporting and Outdoor Reporting.
- c) Explain the need and Importance of code of ethics in the field of Broadcasting.

Turn over

- d) Discuss the structure of the Education Programme Format.
- e) What are the principles of recording a radio programme ?
- f) What are uplinks and downlinks ?
- g) Explain the importance of audio editing.

(4 × 3 = 12 weightage)

Section C

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- a) What is the importance of research in the process of developing a television programme ?
- b) Discuss the types of radio programmes.
- c) Explain in detail the structure of producing a Non-News Programme.
- d) Illustrate the need and importance of Television Scripting.

(2 × 5 = 10 weightage)

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Journalism and Mass Communication

MCJ 2C 02—ADVERTISING AND MARKETING COMMUNICATON

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Part A

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- a) Define Advertising.
- b) Print Media.
- c) Economic Liberalization.
- d) AIDA formula.
- e) Outdoor Advertising.
- f) Advertising Agency.
- g) Themes.

(4 × 2 = 8 weightage)

Turn over .

Part B

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- a) Explain the importance of Product Differentiation.
- b) "Ethics play a very important role in the field of Advertising". Discuss.
- c) Differentiate between Product advertising and Service advertising.
- d) What is Marketing Segmentation ?
- e) Elucidate the importance of Market Positioning.
- f) What is Action-Direct Marketing ?
- g) Discuss the Contemporary issues of marketing.

(4 × 3 = 12 weightage)

Part C

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- a) Explain in detail the fundamentals of designing an advertisement.
- b) Discuss the need for Market Repositioning in a contemporary market.
- c) Illustrate the importance of understanding Consumer learning theory.
- d) Discuss the nature and scope of advertising in Electronic media.

(2 × 5 = 10 weightage)

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EXAMINATION, APRIL 2022

(CBCSS)

Journalism and Mass Communication

MCJ 2C 01—MEDIA, CULTURE AND SOCIETY

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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- I. Write short notes on any *four* of the following. Each answer carries 2 weightage :
- a) Moral Panic.
 - b) Idea of 'Othering'.
 - c) Intersectionality.
 - d) Metanarratives.
 - e) Multiculturalism.
 - f) Technological Determinism.
 - g) Visual Pleasure and Narrative Cinema.

(4 × 2 = 8 weightage)

Turn over

II. Write short essays on any *four* of the following. Each answer carries 3 weightage :

- a) How do you evaluate the position of understanding Culture as an Anthropological category ? Cite examples for your argument.
- b) Individual happiness is inseparable from the creation of a rational society- Engage a debate on the statement in the light of Frankfurt school of thoughts.
- c) Explain the evolution towards an Information Society. Also examine the changes you have witnessed in the domain of Communication.
- d) Discuss the role of Representational theories in analysing social and cultural transformations citing examples.
- e) Analyse the categories of Ethnicity and Caste in the domain of Identity.
- f) Explain how 'e mobilization' can evoke a sense towards a collective communicative action citing an example.
- g) Ritual model of Communication often challenges the Transmission model- Examine the statement.

(4 × 3 = 12 weightage)

III. Write long essays on any *two* of the following. Each answer carries 5 weightage :

- a) Elaborate the link between Culture and Media. Also trace the trajectory of these ideas with societal practices.
- b) Expand the idea-Politics and Philosophy of Technology in the digital environment.
- c) Engage a detailed discussion on data supremacy and fixity of identity and difference.
- d) Critically evaluate the categories and analytical parameters of Post Structuralism. Also explain its connect in understanding media.

(2 × 5 = 10 weightage)