

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2019**

Mass Communication and Journalism

JOU 3C 01 AND JOU 4C 01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all the following (Part I and II must be attended separately).
Each question carries ½ mark.*

PART I

1. Devji Bhimji started _____.
2. Njananikshepam was printed from _____.
3. Bengal Gazette was started by _____.
4. Press Trust of India was started in the year _____.
5. The Times of India was started in the year _____.
6. Tabloid journalism is frequently termed as _____.

(6 × ½ = 3 marks)

PART II

7. Janapadham is published by _____.
8. Jingle is _____.
9. _____ is the father of PR.
10. Expand DAVP is _____.
11. Expand ASCI is _____.
12. Name the English magazine published by IPRD, Government of Kerala.

(6 × ½ = 3 marks)

Section 1

Section 1. The State shall have the right to regulate the practice of medicine in this State.

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Section 2

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- 16. The State shall have the right to regulate the practice of medicine in this State.
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- 18. The State shall have the right to regulate the practice of medicine in this State.
- 19. The State shall have the right to regulate the practice of medicine in this State.
- 20. The State shall have the right to regulate the practice of medicine in this State.

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PART II

29. What are the different types of advertisement ?
30. Examine the scope and challenges of advertising campaign.
31. Trace the origin and development of PR in India.
32. What is Press Release ?

(3 × 5 = 15 marks)

Section D

*Write an essay on any one from each part in not more than 300 words.
The question carries 12 marks.*

PART I

33. Explain the early journalistic efforts in Malayalam.
34. Highlight Raja Ram Mohan Roy's contribution to Indian Journalism.

(1 × 12 = 12 marks)

PART II

35. Briefly comment on the importance and scope of Governmental public relations.
36. What are different elements of an advertising copy ? Explain the role of each of the elements.

(1 × 12 = 12 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2019

Mass Communication and Journalism

JOU 3C 01 AND JOU 4C 01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING

(2014 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 3C 01 AND JOU 4C 01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING

(Multiple Choice Questions for SDE Candidates)

1. Which of the following is an example of new media ?
(A) Newspaper. (B) FM radio.
(C) Blog. (D) Television.
2. The chronological evolution of mass media is :
(A) Radio, film, newspaper, television. (B) Newspaper, film, radio, television.
(C) Newspaper, radio, film, television. (D) Film, newspapers, radio, television.
3. Name the first talkie in India :
(A) Raja Harishchandra. (B) Jhansi Ki Rani.
(C) Alam Ara. (D) Pundalik.
4. The highest film award instituted by the Government of Kerala is _____.
(A) Prem Nazir award. (B) Thikkurussi Award.
(C) J C Daniel award. (D) John Abraham award.
5. International Commission to study communication in the world by UNESCO was known as _____.
(A) McLuhan Commission. (B) Hutchins Commission.
(C) MacBride Commission. (D) McQuail Commission.
6. Pulitzer prizes are given to journalists for their outstanding contribution to journalism in _____.
(A) UK. (B) US.
(C) Germany. (D) Australia.
7. Which newspaper first launched an internet edition in India ?
(A) Times of India. (B) The Hindu.
(C) The Telegraph. (D) Hindustan Times.

8. Who is the Web Inventor ?
- (A) Tim Berners-Lee. (B) Bill Gates.
(C) Stallman. (D) Charles Babbage.
9. Which of the following is the idea generating component of communication ?
- (A) Sender. (B) Message.
(C) Channel. (D) Receiver.
10. Who is considered as the inventor of television ?
- (A) Charles Babbage. (B) John Logie Baird.
(C) Thomas Alva Edison. (D) None of the above.
11. A memorable short tune with a lyric broadcast in radio and television commercials is called a _____.
- (A) Campaign. (B) Logo.
(C) Jingle. (D) Commercial.
12. *Bengal Gazette* was published in the year _____.
- (A) 1780. (B) 1781.
(C) 1782. (D) 1783.
13. Name the advertising and publicity agency of the Central Government :
- (A) PIB. (B) DAVP.
(C) IPRD. (D) I & B.
14. An online diary that is updated daily or more frequently is called _____.
- (A) Messenger. (B) Usenet.
(C) Website. (D) Blog.
15. Which of the following is considered as the first advertising agency in the country ?
- (A) The Calcutta Advertising Agency. (B) The Delhi Advertising Agency.
(C) The Bombay Advertising Agency. (D) The Madras Advertising Agency.

16. A point of great difficulty or damage to the organization is called _____.
- (A) Crisis. (B) Foundation.
(C) Takeover. (D) Merger.
17. Transmission of message without the use of words or languages is called _____ communication.
- (A) Nonverbal communication. (B) Para social communication.
(C) Extra sensorial communication. (D) Transpersonal communication.
18. Information sheets distributed to media persons during media conference is known as _____.
- (A) Press release. (B) Press diary.
(C) Press kit. (D) All of these.
19. Narrowcasting means _____.
- (A) Public Service Broadcasting. (B) Specific slices of radio/TV audiences.
(C) AM radio stations. (D) Online broadcasting.
20. Which of the following is not an outdoor media ?
- (A) Billboard. (B) Sky writing.
(C) Notice board. (D) Hoarding.

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2019

Mass Communication and Journalism

**JOU 3C 01 AND JOU 4C 01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING**

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer any five questions not exceeding 50 words.
Each question carries 3 marks.*

1. Bengal Gazette.
2. FM.
3. PCI.
4. Young India.
5. Swadeshabhimani.
6. DAVP.
7. PRO.
8. Corporate image.
9. Prasar Bharati.
10. Informmercial.

(5 × 3 = 15 marks)

Part B

*Answer any seven questions not exceeding 100 words.
Each question carries 5 marks.*

11. Write note on Lumiere brothers.
12. Differentiate between internal and external house magazines.
13. Describe the role of Mathrubhumi newspaper.
14. Assess the significance of SITE.
15. What were the contributions of Pothen Joseph to Indian journalism ?

16. Describe the role of Gandhiji as journalist.
17. Explain the various elements in an advertisement copy.
18. What is advertising campaign ?
19. What is corporate communication ?
20. Elaborate the functions of advertising.
21. Differentiate between PR and advertising.

(7 × 5 = 35 marks)

Part C

*Answer the following questions not exceeding 400 words.
Each question carries 15 marks.*

22. (a) Trace the history of Malayalam cinema.

Or

- (b) Trace the origin and growth of newspapers in India.

23. (a) Define advertisement and explain the different types of advertisements.

Or

- (b) Explain the scope and functions of PR.

(2 × 15 = 30 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 4 (3) C01—JOURNALISTIC PRACTICES

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 4 (3) C01—JOURNALISTIC PRACTICES
(Multiple Choice Questions for SDE Candidates)

1. Generally a newspaper organization consists of three major departments, which are :
 - (A) Business, Human resource and Mechanical.
 - (B) Marketing, Transportation and Administration.
 - (C) Editorial, Research and Mechanical.
 - (D) Editorial, Business and Mechanical.
2. Which of the following can be considered as a division of business department of a newspaper ?
 - (A) Advertising.
 - (B) Composing.
 - (C) Proof desk.
 - (D) Photo department.
3. Which of the following departments is responsible to prepare the non-advertising elements of newspaper ?
 - (A) Business.
 - (B) Editorial.
 - (C) Advertising.
 - (D) Circulation.
4. The place where the printed copies of newspaper are prepared for distribution is called :
 - (A) Mailroom.
 - (B) Store room.
 - (C) Morgue.
 - (D) None of the above.
5. Which of the newspaper wing is responsible to keep the records of subscribers, add new subscriptions and handling the subscription related complaints ?
 - (A) Advertising.
 - (B) Mechanical.
 - (C) HR department.
 - (D) Circulation.
6. Place which is the centre of news gathering process is :
 - (A) News desk.
 - (B) News bureau.
 - (C) Morgue.
 - (D) Library.
7. Who among the following is a cartoonist ?
 - (A) Vinod Mehta.
 - (B) Khushwant Singh.
 - (C) N. Ram.
 - (D) R.K. Laxman.

8. A diagram of a page of a newspaper showing the place of stories, headlines, pictures and advertisements is called :
- (A) Broadsheet. (B) Dummy.
(C) Body copy. (D) Plate.
9. A write-up appear on the editorial page below the article and above the letter to the editor is called :
- (A) Op-ed. (B) Masthead.
(C) Editorial. (D) Middle.
10. A large headline that stretches across the front page of a newspaper :
- (A) Banner. (B) Kicker.
(C) Lead. (D) Cut-line.
11. Text appear below the photograph which explains the photograph :
- (A) Cross line. (B) Lead.
(C) Cut-line. (D) Byline.
12. A guideline for newspaper editors which explains the conventional usage of terms, phrases, names etc :
- (A) Dummy. (B) Follow-up.
(C) Style book. (D) Proof.
13. A publication targeting people associated with a specific industry .
- (A) House journal.
(B) IT magazine.
(C) Newsletter.
(D) Trade publication.
14. _____ is an event conducted prior to the product launch for invited people from media outlets.,
- (A) Press release. (B) Press kit.
(C) Press tour. (D) Round-up.

15. Full form of PRSI :
- (A) Press release society of India.
 - (B) Public relations society of India.
 - (C) Public relations secretary of India.
 - (D) Press relations society of India.
16. _____ is an action taken by a private company to contribute to the development of the society it exists.
- (A) Corporate social responsibility.
 - (B) Organisational responsibility.
 - (C) Public relations campaigns.
 - (D) None of these.
17. USP is :
- (A) Unique Selling Proposition.
 - (B) Unique Selling property.
 - (C) Utmost Selling proposition.
 - (D) Unique Selling Promise.
18. ASCI is a :
- (A) Committee set up by Central government to censor advertisements.
 - (B) Self-regulatory voluntary organization of advertising Industry.
 - (C) An ad agency in India.
 - (D) A regulatory board working under Ministry of communications.
19. First newspaper in India to print an advertisement is :
- (A) Times of India.
 - (B) Bengal Gazette.
 - (C) Hindustan Times.
 - (D) Anrita Bazar Patrika.
20. Who launched Al Ammen newspaper ?
- (A) Muhammed Abdul Rahman.
 - (B) Vakkom Moulavi.
 - (C) Abul Kalam Azad.
 - (D) Hamid Ansari.

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 4 (3) C01—JOURNALISTIC PRACTICES

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Cutline.
2. Harold Evans.
3. Hour glass.
4. Speciality reporting.
5. AFP.
6. Middle.
7. Skyline.
8. In Design.
9. House journal.
10. PSA.
11. Jingle.
12. Pocket cartoon.
13. Circulation Department.
14. Kevin Carter.
15. Travelogue.

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph Answer Type)

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Examine the role and challenges of a freelance.
17. Describe the advantages and disadvantages of inverted pyramid style of reporting.
18. Elaborate the difference between straight reporting and interpretative reporting.
19. Why do we need to design a newspaper ?
20. Explain the role of ASCI.
21. What is CSR ? How does it make business entities more accountable ?
22. Analyse the role of an advertising agency ?
23. Elaborate the important principles of copywriting.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Critically analyse the effects of advertising. Describe your answers with appropriate examples.
25. Elaborate the role and relevance of PR for a government.
26. A good investigative report is the result of months of research and painstaking efforts. Elaborate the above statement by citing examples.
27. Sub-editor is the unsung hero of a newspaper. Discuss.

(2 × 10 = 20 marks)