

FIRST SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Advertising and Sales Management (Dual Core)

JOA 1B 01—INTRODUCTION TO MASS COMMUNICATION

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. Decoding.
2. Folk Media.
3. AIR.
4. FM Radio.
5. WWW.
6. YouTube.
7. Gutenberg.
8. NDTV.
9. Lumiere Brothers.
10. Blog.
11. Doordarsan.
12. Hashtags.
13. Global Village.
14. Instagram.
15. Prime Time.

(10 × 3 = 30 marks)

Turn over

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. Explain verbal and nonverbal communication.
17. Briefly explain Hypodermic Needle Theory.
18. Define Interpersonal Communication with examples.
19. What is feedback ? Does feedback help make communication process successful. Discuss with examples.
20. Explain Dance's Helical Model of Communication.
21. Write the characteristics of Mass Media.
22. Discuss the disadvantages of new media.
23. Discuss the challenges of print media in the digital era.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. What are the functions and dysfunctions of mass media ?
25. What is the importance of models in communication ? Briefly explain Shannon Weaver's Model.
26. Explain the characteristics of Film as a medium of Mass Communication.
27. Briefly explain the types of communication.

(2 × 10 = 20 marks)

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Advertising and Sales Management (Dual Core)

ASM 1M 01—BASICS OF MANAGEMENT

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. Define centralisation of authority.
2. What is top Management ?
3. What is departmentation ?
4. What do you mean by performance appraisal ?
5. Define discipline.
6. What do you mean by esprit de corps ?
7. Define the term 'Policy'.
8. What is organization Structure ?
9. What is gang plank ?
10. What do you mean by Management by Exception ?
11. What is controlling ?
12. Define leadership.
13. What is motion study ?
14. What is delegation of authority ?
15. Define span of control.

(10 × 3 = 30 marks)

Turn over

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. Enlist the features of management.
17. Explain Douglas McGregor's Theory X and Y.
18. Explain the process of communication.
19. What are the advantages of decentralisation ?
20. Explain Maslow's need hierarchy theory.
21. Distinguish between MBO and MBE.
22. Define lower level management. State its functions.
23. Explain the importance of Control.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Define staffing. Discuss the importance and functions of staffing.
25. Define management. Explain the scope and importance of management.
26. Explain the different barriers to Communication.
27. What is planning ? What are the steps involved in planning process.

(2 × 10 = 20 marks)