

**SECOND SEMESTER (CUCBCSS—UG) DEGREE RE-EXAMINATION
APRIL 2020**

Mass Communication and Journalism

JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO
AND TELEVISION

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all the following questions.
(Part I and II must be attended separately)*

PART I

1. Latin word *communicare* means _____.
2. Decoding occurs with _____.
3. SMCR model is propounded by _____.
4. Communication within oneself is _____.
5. The third stage in interpersonal relationship is _____.
6. Radio Mattoli 90.4 is an example of _____ radio station.

(6 × ½ = 3 marks)

PART II

7. Mechanical television was invented by a Scottish engineer named _____.
8. Morse code is _____ form of radio transmission.
9. Television broadcasting started in India in the year _____.
10. Vivid Bharathi started in the year _____.
11. First private television channel in India is _____.
12. First paragraph of a news story is called _____.

(6 × ½ = 3 marks)

Turn over

Section B

Write short notes on any **five** of the following from each part.

PART I

13. Encoding and decoding.
14. Physical barriers in communication.
15. Aristotle model.
16. Agenda setting.
17. Radio Mango.
18. Satellite TV.

(5 × 2 = 10 marks)

PART II

19. MOJO.
20. Jingle.
21. ENG.
22. Yuva Vani.
23. Interviewee.
24. Tele prompter.

(5 × 2 = 10 marks)

Section C

Write short essays on any **three** of the following from each part.

PART I

25. Which are the elements of communication ?
26. Explain the importance of music in radio.
27. What are models of communication ? Explain with an example.
28. Evaluate the potential of radio broadcasting in Kerala.

(3 × 5 = 15 marks)

PART II

29. Explain the organizational structure of AIR.
30. Comment on your favorite TV channel.
31. Explain the role of producer in television news cast.
32. What are online newspapers ? Examine the current scenario of online journalism.

(3 × 5 = 15 marks)

Section D

Answer any one of the following in about 400 words from each part.

PART I

33. Trace the history of Prasar Bharati, the public broadcaster of India.
34. Define communication and explain the various types of communication.

(1 × 12 = 12 marks)

PART II

35. Describe the traits and qualities of a TV news reporter ?
36. What is media convergence ? Evaluate the strengths and weakness of new media.

(1 × 12 = 12 marks)

**SECOND SEMESTER (CUCBCSS—UG) DEGREE RE-EXAMINATION
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Mass Communication and Journalism

JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO
AND TELEVISION

(2017—2018 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 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO
AND TELEVISION

(Multiple Choice Questions for SDE Candidates)

1. The first private television channel in India is _____.
(A) Asianet. (B) NDTV.
(C) Times New. (D) Surya.
2. AFP stands for _____.
(A) Associated France Press. (B) Agence France Press.
(C) Agence Far Press. (D) None of these.
3. The two readership survey conducted in India are :
(A) NRS and IRS. (B) ABC and IRS.
(C) NRS and ABC. (D) IRS and CRS.
4. The first radio programme in India was broadcast by the _____.
(A) Radio Club of Calcutta. (B) Radio Club of Bombay.
(C) PTL. (D) Doordarshan.
5. The first controller of broad casting in India was :
(A) Lionel Fieldan. (B) B.G. Varghese.
(C) C.P. Scott. (D) Anshumon Gupta.
6. The Flagship channel of Doordarshan is ?
(A) DD Metro. (B) DD1.
(C) DD Loksabha. (D) DD Rajya Sabha.
7. The Mac Bride Commission was constituted by ?
(A) BBC. (B) UNICEF.
(C) UNESCO. (D) AFP and AP.

8. K.P. Kesava Menon is the Founder editor of ?
- (A) Puschimodayam. (B) Deepika.
(C) Mathrubhumi. (D) Kerala Kaumudhi.
9. Tabloid refers to _____ ?
- (A) News paper half the size of a broad sheet.
(B) Periodicals.
(C) Table magazines.
(D) House Journals.
10. News reporting that sensationalise or over emplacing soft writing, which is decided by some editors is means as _____.
- (A) Sensational Journalism. (B) Black Journalism.
(C) Criminal Journalism. (D) Yellow Journalism.
11. A visual rhyme between two successive shots is called :
- (A) Graphic match. (B) Short match.
(C) Scene match. (D) Composition.
12. The telling of a story and the information supplied to the audience by a voice coming from off screen who may or may not be a character in the story :
- (A) Voice over. (B) Narration.
(C) Characterization. (D) Casting.
13. Expansion of CNN :
- (A) Cartoon and News Network. (B) Canadian News Network.
(C) Cable News Network. (D) None of the above.
14. The study of distance among the objects in relation to its communication effect is called :
- (A) Proximics. (B) Kinesics
(C) Communicology. (D) Communique.

15. Expand VOA :
- (A) Voice of Australia. (B) Voice of America.
(C) Voice of Argentina. (D) Voice of Atlanta.
16. Recording sound-on-sound :
- (A) Single tracking. (B) Multi-tracking.
(C) Embedding. (D) Sound engraving.
17. Host of radio music program :
- (A) Radio jockey. (B) Radio selector.
(C) Radiator. (D) Radio director.
18. Audience statistical data pertaining to age, sex, race, income, etc.:
- (A) Psychographics. (B) Demographics.
(C) Samples. (D) Census.
19. Paid advertising announcement in Radio is generally called :
- (A) Advertorial. (B) Commercial.
(C) Copy. (D) None of the above.
20. Sound emanating from two isolated sources, intended to simulate pattern of natural human hearing :
- (A) Stereo. (B) FM.
(C) AM. (D) None of the above.

**SECOND SEMESTER (CBCSS—UG) DEGREE RE-EXAMINATION
APRIL 2020****Mass Communication and Journalism****JOU 1(2) C 02—INTRODUCTION TO ELECTRONIC MEDIA****(2019 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.
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JOU 1(2) C 02—INTRODUCTION TO ELECTRONIC MEDIA

(Multiple Choice Questions for SDE Candidates)

1. The slogan of AIR is :

- (A) Bahujanahitaya Bahujanasukhaya.
- (B) Mrudu Bhava Drita Kritye.
- (C) Sathyam Sivam Sundaram.
- (D) Industry Impartiality Integrity.

2. Indian Broadcasting Service (IBS) commenced its operations under :

- (A) Ministry of Home Affairs.
- (B) Ministry of Broadcasting.
- (C) Department of Industries and Labour.
- (D) Department of Telecommunications.

3. dB stands for :

- (A) Decimel.
- (B) Decibel.
- (C) Downbell.
- (D) None of the above.

4. OB Stands for :

- (A) Online Broadcasting.
- (B) Online Branding.
- (C) Outside Broadcasting.
- (D) On-air Broadcasting.

5. Pick the odd one out :

- (A) dB.
- (B) Hz.
- (C) Nms.
- (D) Phons.

6. Intonation is :

- (A) The quality of sound for different people.
- (B) The tonal difference due to stress on different syllables.
- (C) The difference of frequency in human voice.
- (D) None of the above.

7. Which of the following audio effect can be used to increase the recorded sound level in editing software ?
- (A) Frequency. (B) Amplitude.
(C) Modulation. (D) Reverb.
8. Relay is :
- (A) Providing a particular time gap for airing the content.
(B) Re-transmitting signals of a radio station by another station.
(C) Communication between two radio stations.
(D) None of the above.
9. All India Radio is known as *Akashvani* since :
- (A) 1952. (B) 1954.
(C) 1956. (D) 1958.
10. An FM station is accessible upto :
- (A) 60 Kms. (B) 240 Kms.
(C) 360 Kms. (D) 420 Kms.
11. Using multiple media on internet platforms is termed as :
- (A) Media Merge. (B) Media Convergence.
(C) Media Collection. (D) Multiple Media.
12. Pick the odd one out :
- (A) Google. (B) Yahoo.
(C) Bing. (D) Mozilla.
13. _____ is a media presentation distributed over the Internet using streaming media technology to distribute a single content source to many simultaneous listeners/viewers.
- (A) Webcasting. (B) Narrow casting.
(C) Broadcasting. (D) Telecasting.

14. IT Act was implemented in :
- (A) 2002. (B) 2000.
(C) 1987. (D) 1999.
15. Which of the following is more important in terms of Online News Writing ?
- (A) Comprehensive writing. (B) Simple language.
(C) Infographics. (D) All the above.
16. ICT stands for _____.
- (A) Information and Communication Techniques.
(B) Internet and communication Television.
(C) Internet Communication Tool.
(D) Information and Communication Technology.
17. NWIO stands for :
- (A) New World Internet Organization. (B) New World Information Organization.
(C) New World Information Order. (D) New World Internet Order.
18. Article 66a was removed because :
- (A) It was non-parliamentary. (B) It was an amendment.
(C) It was illegal. (D) It was unconstitutional.
19. Stalking is :
- (A) Unauthorised access to others' data online.
(B) Unauthorised monitoring of others' online activity.
(C) Unauthorised access to others' online accounts.
(D) None of the above.
20. RSS Feed helps in :
- (A) Accessing news from different websites.
(B) Sending news to different organizations.
(C) Downloading video news from different sites.
(D) Enabling multi-lingual content on websites.

**SECOND SEMESTER (CBCSS—UG) DEGREE RE-EXAMINATION
APRIL 2020****Mass Communication and Journalism****JOU 1(2) C 02—INTRODUCTION TO ELECTRONIC MEDIA****(2019 Admissions)****Time : Two Hours and a Half****Maximum : 80 Marks****Part A***Answer any number of questions each not exceeding 50 words.**Each question carries 2 marks.**Ceiling of marks for Part A is 25.*

1. Propaganda.
2. Social media.
3. IT Act 2000.
4. Hypertext.
5. Multimedia.
6. Mass Communication.
7. Hard news.
8. AM.
9. Radio commentary.
10. Objectivity.
11. Radio Mirchi.
12. Internet radio.
13. Political communication.
14. Online journalism.
15. OB.

(Ceiling 25 marks)**Turn over**

Part B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks.

Ceiling of marks for Part B is 35.

16. What is interpersonal communication ? Compare the message and audience characteristics of interpersonal communication with mass communication.
17. Examine the role of media in the modern society.
18. Explain the features of online journalism.
19. What is feedback ? Does feedback help make the communication process successful? Discuss with examples.
20. Briefly discuss the elements that can enhance the popularity of radio channel.
21. What are the basics of radio talk ? What is the meaning of conversational style in radio ?
22. List three usages of hypertext in a news story.
23. Write a radio feature on Traffic Police Service in Kozhikkodu.

(Ceiling 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 10 marks.

24. How radio can be used as a medium to serve 'education for all' ?
25. Have the mass media brought about a transformation in the behavior of people ? What is your view ? Examine the role of media in the modern society.
26. Explain the effects of social media on youth.
27. What are the elements of online journalism ?

(2 × 10 = 20 marks)

SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO AND TELEVISION**

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all the following (Part I and II must be attended separately).***PART I**

1. Encoding occurs with _____.
2. Inform, educate and entertain are _____ of mass media.
3. Video blog commonly known as _____.
4. Theories that tell 'what media supposed to be in a society' are termed as _____.
5. Communication that involves more than two persons is _____ communication.
6. Pops and clicks in audio recording are example for _____.

(6 × ½ = 3 marks)

PART II

7. Scientist credited with the discovery of the existence of radio waves is _____.
8. News room library is called _____.
9. A shot of the reporter on camera at the very start of a report is called _____.
10. SITE stands for _____.
11. First radio program in India was broadcasted in the year _____.
12. A person who hosts a talk show on the radio is _____.

(6 × ½ = 3 marks)

Turn over

Section B

Write short notes on any five of the following from each part.

PART I

13. 4K.
14. AM.
15. Cable TV.
16. Deepika.
17. CMYK.
18. Context.

(5 × 2 = 10 marks)

PART II

19. Sky Radio.
20. RJ.
21. MOJO.
22. OB.
23. BGM.
24. Tele prompter.

(5 × 2 = 10 marks)

Section C

Write short essays on any three of the following from each part.

PART I

25. What are news determinants ?
26. Elucidate the three stages of interpersonal communication.
27. Explain the limitations of radio as a medium of communication.
28. SMCR Model of Communication.

(3 × 5 = 15 marks)

PART II

29. Explain the merits of DSNG.
30. Comment on the various steps of a radio drama production.
31. Discuss the merits and demerits of IPTV.
32. What radio can do during a pandemic like Covid-19 in India ?

(3 × 5 = 15 marks)

SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO
AND TELEVISION****(2017 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.
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JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO
AND TELEVISION

(Multiple Choice Questions for SDE Candidates)

1. The Interpretation process in Communication takes place in :
(A) Sender. (B) Message.
(C) Receiver. (D) Channel.
2. The first private television channel in India is
(A) Asianet (B) NDTV.
(C) Times New (D) Surya.
3. Who represented India in Me Bride Communication ?
(A) Sam Pitroda. (B) B. G. Varghese.
(C) A.G. Noorani. (D) G. S. Subrahmanya Aiyer.
4. Who said "Comment is free, Facts are sacred" ?
(A) Walter Lipman. (B) Oscar wild.
(C) C.P. Scou. (D) G.B. Shaw.
5. At the time of Independence, AIR Network hand only _____ Stations.
(A) Three. (B) Six.
(C) One. (D) Four.
6. The first Indian films to be nominated for Oscar Award is _____.
(A) Salaam Bombay. (B) Lagan.
(C) Slum Dog Millionaire. (D) Mother India.
7. The first controller of broad casting in India was :
(A) Lionel Fieldan. (B) B.G. Varghese.
(C) C.P. Scott. (D) Anshumon Gupta.

8. The Flagship channel of Doordarshan is ?
(A) DD Metro. (B) DD1.
(C) DD Loksabha. (D) DD Rajya Sabha.
9. Right to Information ACT (RTI) applies to all the states and UT's of India except :
(A) Kerala. (B) Jammu & Kashmir.
(C) Goa. (D) Nagaland.
10. VJ stands for Video Jockey, what does DJ stands for ?
(A) Disc Jockey. (B) Drive Jockey.
(C) Dude Jockey. (D) Diffo Jockey.
11. Who invented radio ?
(A) Thomas Alva Edison. (B) Albert Einstein.
(C) Benjamin Franklin. (D) Guglielmo Marconi.
12. A rapid, jerky transition from one frame to the next, either disrupting the flow of time or movement within a scene or making an abrupt transition from one scene to another is termed as :
(A) Clear cut. (B) Jump cut.
(C) Fade. (D) Smog.
13. The telling of a story and the information supplied to the audience by a voice coming from off screen who may or may not be a character in the story :
(A) Voice over. (B) Narration.
(C) Characterization. (D) Casting.
14. Expansion of CNN :
(A) Cartoon and News Network. (B) Canadian News Network.
(C) Cable News Network. (D) None of the above.
15. The study of distance among the objects in relation to its communication effect is called :
(A) Proximics. (B) Kinesics.
(C) Communicology. (D) Communique.

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND
JOURNALISM AND NEWS REPORTING AND EDITING

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

PART I

1. The _____ is the person who transmits the message.
2. Message is any signal that triggers the response of a _____.
3. Our dress code is an example of _____ communication.
4. Communication that takes place between the members of an organization within itself is _____.
5. _____ is the study of touches as non-verbal communication.
6. According to the Constitution of India, _____ is the head of the government.

(6 × ½ = 3 marks)

PART II

7. Mandatory deadline for the release of a story is called _____.
8. _____ means delete or exclude a story or part of a story
9. Sensation is the main feature of _____ journalism.
10. Imprint line gives the details of _____.
11. _____ gives the detailed account of a coming event.
12. _____ is a pagination software.

(6 × ½ = 3 marks)

Turn over

Section B

Answer any five of the following from each part.

PART I

13. Two step flow of communication.
14. Agenda Setting.
15. Group communication.
16. Gate keeping.
17. Interpersonal Communication.
18. Online newspapers.

(5 × 2 = 10 marks)

PART II

19. Caption.
20. Lead and body.
21. Stringer.
22. Quark Xpress.
23. News source.
24. Travelogues.

(5 × 2 = 10 marks)

Section C

Answer any three of the following from each part in not more than 100 words.

PART I

25. Define information Society.
26. What is the importance of models in communication ?
27. Briefly explain magic bullet theory.
28. What is Feedback ? Does feedback help make the communication process successful ?

(3 × 5 = 15 marks)

PART II

29. Discuss arm chair reporting.
30. What is investigative journalism ? Discuss with examples.
31. Discuss briefly the principles of news editing.
32. What is 'Editing' ? What are the main aspects of editing ?

(3 × 5 = 15 marks)

Section D

Answer any one of the following from each part.

PART I

33. What is mass communication? Discuss its role and importance in society.
34. Briefly discuss the Right to Information Act.

(1 × 12 = 12 marks)

PART II

35. Define news. Discuss the main elements of news.
36. "Headlines perform the functions of indexing, summarizing and advertising the news story." Explain.

(1 × 12 = 12 marks)

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND
JOURNALISM AND NEWS REPORTING AND EDITING

(2017 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.
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JOU 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND
JOURNALISM AND NEWS REPORTING AND EDITING

(Multiple Choice Questions for SDE Candidates)

1. Information that is sent back to the source is known as _____.
(A) Context. (B) Feedback.
(C) Encoding. (D) Decoding.
2. Retranslating a message to extract meaning is known as _____.
(A) Decoding. (B) Messaging.
(C) Encoding. (D) Noise.
3. Which of the following is not an advantage of written communication over oral communication ?
(A) It is a permanent record. (B) Provides tangible legal evidence.
(C) Accessible to the illiterate. (D) More accurate than oral communication.
4. What is proxemics ?
(A) Study of space in communication. (B) Study of eye behavior.
(C) Study of touching. (D) Study of body movements.
5. Undesirable consequences of mass communication is known as _____.
(A) Functions of mass communication.
(B) Dysfunctions of mass communication.
(C) Ethicizing functions of mass communication
(D) Socialising functions of mass communication.
6. The first printed work using movable types by Gutenberg took place in _____.
(A) England. (B) Germany.
(C) Italy. (D) Portugal.
7. Which of the following is not a film screened by Lumiere brothers ?
(A) Arrival of a train. (B) Waterer watered.
(C) Train robbery. (D) Baby Dinner.

16. Removing unwanted area of picture is called _____.
- (A) Cropping. (B) Creeping.
(C) Crossing. (D) Crawling.
17. Obituaries should always be :
- (A) Posthumous. (B) Premature.
(C) Printed. (D) Passing through.
18. _____ is the oldest leading mass medium for advertising.
- (A) Website. (B) Newspapers.
(C) Radio. (D) T.V.
19. Which of the following is /are called as 'fourth estate' ?
- (A) Print media. (B) Electronic media.
(C) Visual media.. (D) All the above.
20. If you have decided to publish a newspaper, the first step would be to register it with the :
- (A) Registrar of newspaper. (B) Press Council of India.
(C) KUWJ. (D) Registrar General.

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021****Mass Communication and Journalism****JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO
AND TELEVISION****(2014 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO
AND TELEVISION

(Multiple Choice Questions for SDE Candidates)

- The FM Station owned by Malayala Manorama group is _____.
 - Best FM.
 - Radio Mango.
 - Club FM.
 - Radio Mirchi.
- AFP stands for _____.
 - Associated France Press.
 - Agence France Press.
 - Agence Far Press.
 - None of these.
- The two readership survey conducted in India are :
 - NRS and IRS.
 - ABC and IRS.
 - NRS and ABC.
 - IRS and CRS.
- The first radio programme in India was broadcast by the _____.
 - Radio Club of Calcutta.
 - Radio Club of Bombay.
 - PTL.
 - Doordarshan.
- Fourth estate refers to _____ ?
 - The internet.
 - The press.
 - Whistle bloucers.
 - Private media.
- K. P. Kesava Menon is the Founder editor of ?
 - Puschimodayam.
 - Deepika.
 - Mathrubhumi.
 - Kerala Kaumudhi.
- In DAB, what does the letter 'A' stand for ?
 - Asterisk.
 - Audio.
 - Antenna.
 - Automatic.

8. 'Rotoscoping' is associated with ?
- (A) Animation. (B) Robotics.
(C) New media. (D) Television.
9. The program Devil's Advocate in CNNIBN is hosted by ?
- (A) Karan Thapar. (B) Prannoy Roy.
(C) Arnab Goswami. (D) Rajdeep Sardesai.
10. The term 'Mockumentary' is the portmanteau of ?
- (A) Mockum + Documentary. (B) Mock + Documentary.
(C) Motion + Documentary. (D) Mog + Documentary.
11. A visual rhyme between two successive shots is called :
- (A) Graphic match. (B) Short match.
(C) Scene match. (D) Composition.
12. A local reporter is also called :
- (A) Stringer. (B) Correspondent.
(C) Special correspondent. (D) None of the above.
13. In terms of visualization pattern, TV is known as a :
- (A) Close-up medium. (B) Long shot medium.
(C) Zooming Media. (D) All the above.
14. *Pather Panchali* is directed by :
- (A) Girish Karnad. (B) Girish Kasaravally.
(C) Satyajit Ray. (D) Mrinal Sen.

15. Audio from an unseen narrator accompanying video, heard above background sound or music :
- (A) Dialogue. (B) Voice over.
(C) Sound effects. (D) None of the above.
16. Device that projects and advances text on mirror directly in front of camera's lens, allowing talent to read their lines while appearing to maintain eye contact with viewers.
- (A) Prompter. (B) Teleprompter.
(C) Telereader. (D) Machine reader.
17. Paid advertising announcement in Radio is generally called :
- (A) Advertorial. (B) Commercial.
(C) Copy. (D) None of the above.
18. Sound emanating from two isolated sources, intended to simulate pattern of natural human hearing.
- (A) Stereo. (B) FM.
(C) AM. (D) None of the above.
19. The recommended area that will produce legible titles on most TV screens :
- (A) Simple title area. (B) Safe title area.
(C) Secure title area. (D) None of the above.
20. Preliminary editing of footage in the approximate sequence, length and content of finished program.
- (A) Rough cut. (B) Rush cut.
(C) Raw cut. (D) Real cut.

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

**JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO
AND TELEVISION**

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Travancore Radio.
2. News portal.
3. Mass communication.
4. SITE.
5. Hour glass style.
6. Asianet.
7. AM.
8. DTH.
9. Video Jockeying.
10. Storyboard.

(5 × 3 = 15 marks)

Part B

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

11. What is montage ?
12. Write about the limitations of radio.
13. Profile-GuglielmoMarconi.
14. Write a short note on DRM.

Turn over

15. Explain noise in communication.
16. Define the ingredients for a news story.
17. Discuss different types of news.
18. What is the structure of a good headline ?
19. Elaborate the role of T.V. programmes on popularization of Science and Technology among the people.
20. Discuss reasons for the popularity of F.M. Radios.
21. Define spot in radio broadcasting.
22. Discuss the techniques of television interview.

(7 × 5 = 35 marks)

Part C

Answer the following questions not exceeding 400 words.

Each question carries 15 marks.

23. (i) Is there a social benefit to watching and listening to electronic media ? Discuss.

Or

- (ii) What is mass media ? Explain the characteristics of mass media.

24. (i) Trace the origin and development of radio broadcast in India.

Or

- (ii) Discuss the new trends in television news presentation with special reference to Malayalam news channels.

(2 × 15 = 30 marks)

SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM AND NEWS REPORTING AND EDITING**

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all the following.**(Part I and II must be attended separately)***PART I**

1. Who invented the first printing press ?
2. Mathematical model of communication was introduced by _____.
3. It was in 1895 that _____, sent the first radio communication signals through air.
4. Prasarbharati came into existence on _____.
5. Anna FM is India's first campus _____ radio.
6. The film Raja Harischandra was directed by _____.

(6 × ½ = 3 marks)

PART II

7. The information-gathering part of journalistic job is called _____.
8. Full form of RNI is _____.
9. Sub Editor is otherwise known as _____.
10. Removing unwanted areas of a photograph is called _____.
11. A headline on the top of a Newspaper front page, covering all columns is called _____.
12. Shortening a story is generally referred to as _____ in the news room.

(6 × ½ = 3 marks)

Section B*Answer any five of the following from each part.***PART I**

13. Communication.
14. Message.

Turn over

15. Encoding and decoding.
16. Feedback.
17. Non Verbal Communication.
18. Article 19(1) of the Constitution.

(5 × 2 = 10 marks)

PART II

19. Travelogue.
20. Arm chair reporting.
21. Hour Glass style.
22. PTI.
23. Advertorials.
24. PageMaker.

(5 × 2 = 10 marks)

Section C

Answer any three of the following form each part in not more than 100 words.

PART I

25. Explain David K. Berlo's SMCR Model of communication.
26. What is Downward communication ?
27. Television is sarcastically called by some as 'Idiot Box'. Why ?
28. Explain Indian Communication Models.

(3 × 5 = 15 marks)

PART II

29. Discuss different types of news.
30. Explain news determinants.
31. What are the qualities of a reporter ?
32. Define and explain beat reporting.

(3 × 5 = 15 marks)

Section D

Answer any one of the following from each part.

PART I

33. Discuss the characteristics of mass communication.
34. Discuss the impact and acceptance of 24 x 7 news channels in India.

(1 x 12 = 12 marks)

PART II

35. What are the values and qualities that qualify an event to be news ?
36. Write an editorial critically evaluating Covid 19 threat to the state of Kerala.

(1 x 12 = 12 marks)

SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND
JOURNALISM AND NEWS REPORTING AND EDITING****(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 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND
JOURNALISM AND NEWS REPORTING AND EDITING

(Multiple Choice Questions for SDE Candidates)

- Who among the following considered communication as a sharing process ?
 - Dhama and Bhatnagar.
 - Wilbur Schramm.
 - Joseph A Devito.
 - Ban and Hawkins.
- Howling and hooting by the audience during a public speech is an example of _____.
 - Positive feedback.
 - Neutral feedback.
 - Complementary feedback
 - Negative feedback.
- Who was a champion of massline communication ?
 - Mao Zedong.
 - B R Ambedkar.
 - Mother Teresa.
 - Marshall Tito.
- Which of the following is an example of new media ?
 - Newspaper.
 - FM radio.
 - Online media.
 - Television.
- Where was Lumier Brothers' first screening of the films held ?
 - London.
 - Hollywood.
 - Paris.
 - Napoli.
- Name the first talkie in Malayalam :
 - Vigatha Kumaran.
 - Jeevithanouka.
 - Balan.
 - Newspaper Boy.
- What was the first Internet service in India ?
 - ARPANET.
 - ERNET.
 - INDNET.
 - HINDNET.

8. Which newspaper first launched an internet edition in India ?
- (A) Times of India. (B) The Hindu.
(C) The Telegraph. (D) Hindustan Times.
9. AFP is _____ news agency.
- (A) French. (B) American.
(C) Pakistani. (D) Palestine.
10. Self censorship in media is mainly exercised by :
- (A) Government. (B) Readers.
(C) Editors. (D) Political parties.
11. _____ is the latest time at which a story can be accepted.
- (A) Dateline. (B) Deadline.
(C) Press time. (D) Print time.
12. _____ is a detailed account of the coming event.
- (A) Future story. (B) Advancer.
(C) Curtain raiser. (D) Advance.
13. Title registration of newspaper is done by :
- (A) RNI. (B) DAVP.
(C) PIB. (D) IPRD.
14. One or two word small headline appearing on the left hand top of the story :
- (A) Topline. (B) Slug.
(C) Small head. (D) Tophead.
15. Times of India was the first newspaper to appoint :
- (A) Editor. (B) Managing editor.
(C) Executive editor. (D) Ombudsman.

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 2B 02—FUNDAMENTALS OF MASS COMMUNICATION

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Mass Communication.
2. Media.
3. SITE,
4. Folk media .
5. Hub model.
6. Socio-cultural barrier.
7. Information superhighway.
8. Gate keeping,
9. Creative thinking.

(5 × 3 = 15 marks)

Part B

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

10. What is communication ? Explain the various components of communication.
11. Explain the significance of Gate Keeping model of communication.
12. Enumerate any two barrier of mass communication.
13. Explain the importance of feedback in communication.
14. What is traditional media ? Explain with examples.

Turn over

15. Why is it necessary for a communicator to avoid jargon ?
16. Write in short about the differences between social media and traditional media.
17. What are the benefits of digital journalism ?
18. What are the characteristics of mass media ?
19. What is Mann ki Baat ?
20. Explain how media can play a vital role in maintaining communal harmony.
21. What is social media ? Why it is so popular ?

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. Communication skills form an important part of your personality. Explain.
23. Discuss the undesirable effects of mass media on youth.
24. Discuss the growth and evolution of television in India.
25. What is media convergence ? Explain the importance of new media convergence.

(2 × 15 = 30 marks)

SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM AND NEWS REPORTING AND EDITING**

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all the following.
(Part I and II must be attended separately)*

PART I

1. Who invented the first printing press ?
2. Mathematical model of communication was introduced by _____.
3. It was in 1895 that _____, sent the first radio communication signals through air.
4. Prasarbharati came into existence on _____.
5. Anna FM is India's first campus _____ radio.
6. The film Raja Harischandra was directed by _____.

(6 × ½ = 3 marks)

PART II

7. The information-gathering part of journalistic job is called _____.
8. Full form of RNI is _____.
9. Sub Editor is otherwise known as _____.
10. Removing unwanted areas of a photograph is called _____.
11. A headline on the top of a Newspaper front page, covering all columns is called _____.
12. Shortening a story is generally referred to as _____ in the news room.

(6 × ½ = 3 marks)

Section B

Answer any five of the following from each part.

PART I

13. Communication.
14. Message.

15. Encoding and decoding.
16. Feedback.
17. Non Verbal Communication.
18. Article 19(1) of the Constitution.

(5 × 2 = 10 marks)

PART II

19. Travelogue.
20. Arm chair reporting.
21. Hour Glass style.
22. PTI.
23. Advertorials.
24. PageMaker.

(5 × 2 = 10 marks)

Section C

Answer any three of the following from each part in not more than 100 words.

PART I

25. Explain David K. Berlo's SMCR Model of communication.
26. What is Downward communication ?
27. Television is sarcastically called by some as 'Idiot Box'. Why ?
28. Explain Indian Communication Models.

(3 × 5 = 15 marks)

PART II

29. Discuss different types of news.
30. Explain news determinants.
31. What are the qualities of a reporter ?
32. Define and explain beat reporting.

(3 × 5 = 15 marks)

Section D

Answer any one of the following from each part.

PART I

33. Discuss the characteristics of mass communication.
34. Discuss the impact and acceptance of 24 × 7 news channels in India.

(1 × 12 = 12 marks)

PART II

35. What are the values and qualities that qualify an event to be news ?
36. Write an editorial critically evaluating Covid 19 threat to the state of Kerala.

(1 × 12 = 12 marks)

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

**JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO
AND TELEVISION**

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Travancore Radio.
2. News portal.
3. Mass communication.
4. SITE.
5. Hour glass style.
6. Asianet.
7. AM.
8. DTH.
9. Video Jockeying.
10. Storyboard.

(5 × 3 = 15 marks)

Part B

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

11. What is montage ?
12. Write about the limitations of radio.
13. Profile-GuglielmoMarconi.
14. Write a short note on DRM.

15. Explain noise in communication.
16. Define the ingredients for a news story.
17. Discuss different types of news.
18. What is the structure of a good headline ?
19. Elaborate the role of T.V. programmes on popularization of Science and Technology among the people.
20. Discuss reasons for the popularity of F.M. Radios.
21. Define spot in radio broadcasting.
22. Discuss the techniques of television interview.

(7 × 5 = 35 marks)

Part C

Answer the following questions not exceeding 400 words.

Each question carries 15 marks.

23. (i) Is there a social benefit to watching and listening to electronic media ? Discuss.

Or

- (ii) What is mass media ? Explain the characteristics of mass media.

24. (i) Trace the origin and development of radio broadcast in India.

Or

- (ii) Discuss the new trends in television news presentation with special reference to Malayalam news channels.

(2 × 15 = 30 marks)

SECRETARY GENERAL, UNIVERSITY OF CALICUT

Mass Communication and Journalism

B.A. (COMMUNICATIONS) - I SEMESTER

Time: Two Hours

Maximum: 80 Marks

Part A - Answer any five questions

Section A

Answer any five questions in not more than 100 words.

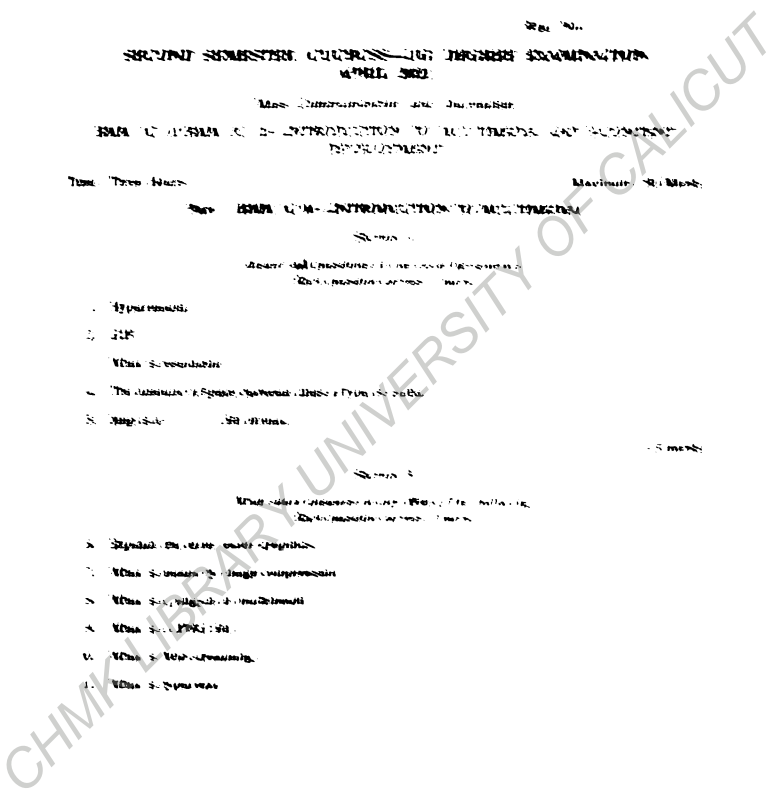
- 1. Define mass media.
- 2. Define mass communication.
- 3. Define mass media.
- 4. The elements of mass communication are: Sender, Receiver, Message, Channel.
- 5. Define mass media.

15 marks

Section B

Write short notes on any three of the following.

- 1. Significance of mass communication.
- 2. Mass media and social development.
- 3. Mass media and cultural change.
- 4. Mass media and socialization.
- 5. Mass media and socialization.
- 6. Mass media and socialization.



SECTION C

*Write a paragraph on any three of the following.
Each question carries 5 marks.*

12. What are the different multimedia elements ?
13. Explain in detail the various multimedia file formats.
14. Explain in detail the various image enhancing tools in multimedia softwares.
15. Write a note on image authoring.
16. Explain the applications of Adobe Photoshop.
17. Write in detail about the video editing in multimedia systems.

(3 × 5 = 15 marks)

SECTION D

*Write essay on any one of the following.
The question carries 10 marks.*

18. Explain the applications of Multimedia.
19. Explain the various sound recording and mixing techniques.

(1 × 10 = 10 marks)

Part 2 (BMM 2C 02—E-CONTENT DEVELOPMENT)

SECTION A

*Answer all questions in one word or sentence.
Each question carries 1 mark.*

1. Expand SAM.
2. Web Magazines are commonly known as _____.
3. Expand TIFF.
4. HTTP.
5. Meta Platforms Inc.

(5 × 1 = 5 marks)

SECTION B

*Write short answers on any five of the following.
Each question carries 2 mark.*

6. What are the different types of web content ?
7. Write a note on ADDIE model.

8. What is meant LMS ?
9. What is a meant by SME ?
10. What is an User Generated Content ?
11. What are the characteristics of e-content ?

(5 × 2 = 10 marks)

SECTION C

*Write a paragraph on any three of the following.
Each question carries 5 marks.*

12. Explain in detail the scope of e-content
13. Explain the different e-learning elements ?
14. Write in detail about instructional design.
15. Write in detail about e-content authoring tools.
16. Explain learning technology standards SCORM and AICC.
17. Write in detail about the different types of interactivity for e-contents.

(3 × 5 = 15 marks)

SECTION D

*Write essay on any one of the following.
The question carries 10 marks.*

18. Discuss in detail about the different types of e-content and their characteristics.
19. Write an essay about the various stages involved in the design and development of educational e-content

(1 × 10 = 10 marks)

SECOND SEMESTER (CUCBCSS—UG) EXAMINATION, APRIL 2021

Mass Communication and Journalism

JOU 2B 02—HISTORY OF JOURNALISM AND BROADCASTING

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. BMS.
2. Anti-defamation bill.
3. *Njana Nikshepam*.
4. Lionel Fieldon.
5. *Free Press Journal*.
6. Vakkam Abdul Khader Moulavi.
7. IndiaVision.
8. *Calcutta Journal*.
9. *Kerala Mitram*.

(5 × 3 = 15 marks)

Part B

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

10. What are the objectives of Press Council of India ?
11. Write a note on the contents of *Bengal Gazette*.
12. Analyse the contributions of James Silk Buckingham to Indian journalism.
13. How was Devji Bhimji's *Kerala Patrika* different from newspapers of his period ?

14. Write a note on Muhammed Abdul Rahiman.
15. How did *Kerala Kaumudi* evolve as the voice of the downtrodden ?
16. 'Ramnath Goenka is mostly known as a person who resisted the 1975-77 emergency.' Explain.
17. Describe the journalistic pursuits of Karan Thapar.
18. Kesari Balakrishna Pilla dared the authorities and paid a price for that.' Comment.
19. Assess the contributions of K P Kesava Menon to *Mathrubhumi* ?
20. How did SITE lay a solid foundation for the growth of TV broadcasting in India?
21. Has Prasar Bharati contributed to the independence and popularity of AIR and DD ?

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. 'Raja Ram Mohan Roy was not only a social reformer but also as great journalist.' Comment.
23. 'Dr Hermann Gundert was an extra ordinary genius who laid the foundation for Malayalam journalism.' Discuss.
24. Describe the role of Malayalam press during the freedom struggle movement.
25. Examine the scope and relevance of Gandhian journalism.

(2 × 15 = 30 marks)

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND
JOURNALISM AND NEWS REPORTING AND EDITING

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

PART I

1. The _____ is the person who transmits the message.
2. Message is any signal that triggers the response of a _____.
3. Our dress code is an example of _____ communication.
4. Communication that takes place between the members of an organization within itself is _____.
5. _____ is the study of touches as non-verbal communication.
6. According to the Constitution of India, _____ is the head of the government.

(6 × ½ = 3 marks)

PART II

7. Mandatory deadline for the release of a story is called _____.
8. _____ means delete or exclude a story or part of a story
9. Sensation is the main feature of _____ journalism.
10. Imprint line gives the details of _____.
11. _____ gives the detailed account of a coming event.
12. _____ is a pagination software.

(6 × ½ = 3 marks)

Turn over

Section B

Answer any five of the following from each part.

PART I

13. Two step flow of communication.
14. Agenda Setting.
15. Group communication.
16. Gate keeping.
17. Interpersonal Communication.
18. Online newspapers.

(5 × 2 = 10 marks)

PART II

19. Caption.
20. Lead and body.
21. Stringer.
22. Quark Xpress.
23. News source.
24. Travelogues.

(5 × 2 = 10 marks)

Section C

Answer any three of the following from each part in not more than 100 words.

PART I

25. Define information Society.
26. What is the importance of models in communication ?
27. Briefly explain magic bullet theory.
28. What is Feedback ? Does feedback help make the communication process successful ?

(3 × 5 = 15 marks)

PART II

29. Discuss arm chair reporting.
30. What is investigative journalism ? Discuss with examples.
31. Discuss briefly the principles of news editing.
32. What is 'Editing' ? What are the main aspects of editing ?

(3 × 5 = 15 marks)

Section D

Answer any one of the following from each part.

PART I

33. What is mass communication? Discuss its role and importance in society.
34. Briefly discuss the Right to Information Act.

(1 × 12 = 12 marks)

PART II

35. Define news. Discuss the main elements of news.
36. "Headlines perform the functions of indexing, summarizing and advertising the news story." Explain.

(1 × 12 = 12 marks)

SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO AND TELEVISION**

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all the following (Part I and II must be attended separately).***PART I**

1. Encoding occurs with _____.
2. Inform, educate and entertain are _____ of mass media.
3. Video blog commonly known as _____.
4. Theories that tell 'what media supposed to be in a society' are termed as _____.
5. Communication that involves more than two persons is _____ communication.
6. Pops and clicks in audio recording are example for _____.

(6 × ½ = 3 marks)

PART II

7. Scientist credited with the discovery of the existence of radio waves is _____.
8. News room library is called _____.
9. A shot of the reporter on camera at the very start of a report is called _____.
10. SITE stands for _____.
11. First radio program in India was broadcasted in the year _____.
12. A person who hosts a talk show on the radio is _____.

(6 × ½ = 3 marks)

Section B

Write short notes on any five of the following from each part.

PART I

13. 4K.
14. AM.
15. Cable TV.
16. Deepika.
17. CMYK.
18. Context.

(5 × 2 = 10 marks)

PART II

19. Sky Radio.
20. RJ.
21. MOJO.
22. OB.
23. BGM.
24. Tele prompter.

(5 × 2 = 10 marks)

Section C

Write short essays on any three of the following from each part.

PART I

25. What are news determinants ?
26. Elucidate the three stages of interpersonal communication.
27. Explain the limitations of radio as a medium of communication.
28. SMCR Model of Communication.

(3 × 5 = 15 marks)

PART II

29. Explain the merits of DSNG.
30. Comment on the various steps of a radio drama production.
31. Discuss the merits and demerits of IPTV.
32. What radio can do during a pandemic like Covid-19 in India ?

(3 × 5 = 15 marks)

Section D

Answer any one of the following in about 400 words from each part.

PART I

33. Explain the normative theories of mass media.
34. Critically evaluate the trends in TV Journalism.

(1 × 12 = 12 marks)

PART II

35. Explain the organizational structure of DD.
36. What are the qualities of an ideal TV interview ? Which are the different steps and stages in the production of a TV interview ?

(1 × 12 = 12 marks)

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

**JOU 1C 03 AND JOU 2C 03—INTRODUCTION TO MASS COMMUNICATION AND
PRINT MEDIA JOURNALISM**

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all the following.

Part I and Part II must be attended separately.

PART I

1. DTH stands for _____.
2. Who is a podcaster ?
3. Name the parent company of Facebook _____.
4. _____ is described as 'theatre of the mind'.
5. The response to a sender's message is called _____.
6. The person who transmits the message is called the _____.

(6 × ½ = 3 marks)

PART II

7. The national press day is on _____.
8. Who coined the term "fourth estate" ?
9. Leader writer is one who ?
10. One- or two-word small writes the _____.
11. Morgue headline appearing on the left-hand top of the story is _____.
12. The main headline on the top of a page covering all columns is known as _____.

(6 × ½ = 3 marks)

Turn over

Section B

Answer any five of the following from each part.

PART I

13. Vividh Bharati.
14. Downward communication.
15. Plagiarism.
16. Blog Talk Radio.
17. Hashtag.
18. Live streaming.

(5 × 2 = 10 marks)

PART II

19. Inverted Pyramid.
20. Opinion Leader.
21. Scoop.
22. Ear.
23. Outline.
24. Hard News.

(5 × 2 = 10 marks)

Section C

Answer any three of the following from each part.

PART I

25. Enumerate any two barriers of mass communication.
26. What are the benefits of digital journalism ?
27. What is SITE ? Explain.
28. Discuss the advantages of online newspapers.

(3 × 5 = 15 marks)

PART II

29. What are the elements of a good book review ?
30. Explain the drawbacks of newspapers.

31. What is ethical journalism ?
32. Differentiate between a magazine and a newspaper.

(3 × 5 = 15 marks)

Section D

Answer any one of the following from each part.

PART I

33. Describe elements of communication in detail.
34. Will Online newspapers replace print versions in future ? Discuss your views.

(1 × 12 = 12 marks)

PART II

35. Explain the Principles of reporting in detail.
36. What are the challenges facing newspapers today ? Discuss.

(1 × 12 = 12 marks)

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

Mass Communication and Journalism

JOU 2B 02—MEDIA HISTORY

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. *Indian Opinion.*
2. *MISA Act.*
3. *Benjamin Bailey.*
4. *CMS.*
5. *K Sukumaran.*
6. *Vengayil Kunhiraman Nayanar.*
7. *Kandathil Varghese Mappila.*
8. *Sathyanatha Kahalam.*
9. *Kesari.*
10. *AM station.*
11. *Goenka Awards.*
12. *Joshua Marshman.*
13. *Lionel Fieldon.*
14. *Defamation.*
15. *Keralopakari.*

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. What are the contributions of James Silk Buckingham to Indian journalism ?
17. How did media in general respond to the restrictions imposed on them during Indian Emergency (1975-77) ?
18. Assess the contribution of Serampore Missionaries to Bengali journalism.
19. Why do we consider Gandhi as an editor with a difference ?
20. Trace the history of Deepika.
21. Assess the journalistic pursuits of Karan Thapar.
22. Write a note on C V Kunhiraman.
23. Trace the history of radio broadcasting in India upto 1947.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Trace the rise and decline of Doordarshan as a public service broadcaster of India.
25. Assess the contributions of Hermann Gundert to Malayalam journalism.
26. 'Mathrubhumi is a child of freedom struggle movement.' Elaborate its birth and growth.
27. James Augustus and Raja Ram Mohan Roy were two prominent pioneers of journalism in India. Who among these is better suited to be called the father of Indian journalism ?

(2 × 10 = 20 marks)

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

Mass Communication and Journalism

JOU 2C 04—NEWSPAPER JOURNALISM

Time : Two Hours

Maximum : 60 Marks

Section A

Answer at least eight questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. Citizen journalism.
2. Attribution.
3. Paid news.
4. Circulation department.
5. Chief sub-editor.
6. Celebrity news.
7. R. K. Laxman.
8. Dateline.
9. Twitter as source of news.
10. Banner.
11. Typesetting.
12. QuarkXPress.

(8 × 3 = 24 marks)

Section B

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Explain the features of hourglass style of reporting.
14. What is lead ? Explain the important types of leads with appropriate examples.
15. Describe the responsibilities of a journalist.
16. Why do newspapers need a business department ?
17. Examine the role of bureau chief in a newspaper.
18. Define a stylebook. What are the functions of stylebook in as newspaper?
19. Describe the important printing technologies adopted by newspapers.

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. The life of a chief editor is not bed of roses.' Explain the role and responsibilities of a chief editor.
21. How do you assess the news worthiness of events and issues ?

(1 × 11 = 11 marks)

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

Mass Communication and Journalism

JOU 1 (2) C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

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. Herman Gundert.
2. Keralamithram.
3. Serampore Missionaries.
4. Defamation.
5. CBFC.
6. On-line Newspaper.
7. Contempt of Court.
8. Swadesabhimani Ramakrishna Pillai.
9. Laswell's model of communication.
10. Community Radio.
11. Non-verbal Communication.
12. Citizen Journalism.
13. PCI.
14. Paid News.
15. James Silk Buckingham.

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Evaluate the contribution of Raja Ram Mohun Roy as a journalist.
17. Explain the elements of communication process with diagram.
18. Describe the challenges posed by the cyber media on print media.
19. What is normative theory of mass communication ?
20. Explain the importance of RTI Act 2005.
21. Analyse the restrictions imposed on the media during the emergency period. (1975-77).
22. Explain the role of community radio in making harmony and integrity among people.
23. Examine the role of Doordarshan as a Public Service Broadcaster.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Critically assess the relevance of Gandhian journalism in the present age.
25. What is the importance of models in communication ? Briefly describe the Shannon and Weaver's model.
26. How do modern communication technology transformed the mass media ?
27. Have the mass media brought about a transformation in the behaviour of people ? What is your view ? Examine the role of media in the modern society.

(2 × 10 = 20 marks)

SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021

Mass Communication and Journalism

JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type Questions)*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Noise.
2. Timeliness.
3. Lead.
4. Club FM.
5. ISBS.
6. Radio on Mobile.
7. Radio Jockey.
8. SFX.
9. Frequency Modulation.
10. ARPANET.
11. HTML.
12. India against Corruption.
13. Cyber terrorism.
14. Media convergence.
15. IT Act.

(10 × 3 = 30 marks)

Section B*Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. Briefly explain the nature and functions of communication.
17. Explain the structure of a news story.
18. Write a short note on Community Radio.
19. What are the characteristics of radio ?

Turn over

20. Write a short note on radio news reading and presentation.
21. Explain any three characteristics of the Internet.
22. What are the news determinants in cyberspace ?
23. How can social media be used for Public Relations ?

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. What is social media activism ? How can the New Media used for Political Communication and Propaganda ?
25. Write a critique on cyber laws in India.
26. Explain the organizational set-up of AIR.
27. Define communication. Explain in detail how Internet can be considered as a medium of communication.

(2 × 10 = 20 marks)

**SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION
APRIL 2020
(CBCSS-UG)**

Mass Communication and Journalism

JOU 1 (2) C 02—INTRODUCTION TO ELECTRONIC MEDIA

(2019 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 18 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 1 (2) C 02—INTRODUCTION TO ELECTRONIC MEDIA
(Multiple Choice Questions for SDE Candidates)

1. FM stands for :
- (A) Frequency Mode. (B) Frequency Modulation.
(C) Frequency Module. (D) Frequent Module.
2. Indian Broadcasting Service (IBS) commenced its operations under.
- (A) Ministry of Home Affairs.
(B) Ministry of Broadcasting.
(C) Department of Industries and Labour.
(D) Department of Telecommunications.
3. Pick the odd one out :
- (A) Radio Manja. (B) Club FM.
(C) Radio Mastok. (D) Radio Mirchi.
4. Signature tune is :
- (A) Music used as filters.
(B) Another name for radio jingle.
(C) Instrumental music at the beginning and end of a programme.
(D) None of the above.
5. Pick the odd one out :
- (A) dB. (B) Hz.
(C) Nms. (D) Phons.
6. Frequency and pitch are related as :
- (A) Higher frequency will result in high pitch.
(B) Higher frequency will result in lower pitch.
(C) Frequency and pitch are not related.
(D) None of the above.

7. AM radio has a frequency range of :
- (A) 535 - 1605 MHz. (B) 535 - 1605 KHz.
(C) 53.5 - 160.5 MHz. (D) 53.5 - 160.5 KHz.
8. Frequencies are allotted for Radio stations in India by :
- (A) State Government. (B) District Collector.
(C) Central Government. (D) No need for allocation.
9. Viridi Bharati is :
- (A) AM Radio. (B) FM Radio.
(C) Community Radio. (D) On-line Radio.
10. Podcast is :
- (A) Audio stream over internet. (B) Video stream over internet.
(C) Audio stream as radio waves. (D) None of the above.
11. Pick the odd one out :
- (A) Gmail. (B) Yahoo.
(C) Rediff. (D) Google.
12. _____ is not an example for search engine.
- (A) Google. (B) Blog.
(C) MSN. (D) Safari.
13. Hyperlinks on a webpage can be used for _____
- (A) Redirecting to another page. (B) Redirecting to another website.
(C) Redirecting to another content. (D) All the above.
14. _____ is the process distributing messages at specific segments of the public defined by values, preferences, demographic attributes, and/or subscription.
- (A) Broadcasting. (B) Telecasting.
(C) Webcasting. (D) Narrow casting.

15. IT Act was implemented in :
- (A) 2002. (B) 2000.
(C) 1987. (D) 1999.
16. _____ is an example for a blogging platform.
- (A) Wordpress. (B) Facebook.
(C) Gmail. (D) Yahoo.
17. Internet is a _____ platform.
- (A) Homogenic. (B) Multigenic.
(C) Heterogenic. (D) None of the above.
18. ICT stands for _____.
- (A) Information and Communication Techniques.
(B) Internet and communication Television.
(C) Internet Communication Tool.
(D) Information and Communication technology.
19. Hyperlink provides _____ for a website.
- (A) Visual Design. (B) Content.
(C) Layers. (D) All of the above.
20. Interactive websites enable _____.
- (A) Multimedia communication. (B) Feedback.
(C) Reply. (D) None of the above.

SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION
APRIL 2020
(CBCSS—UG)

Mass Communication and Journalism

JOU 1 (2) C 02—INTRODUCTION TO ELECTRONIC MEDIA

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

The questions carry 2 marks each. Ceiling : 25 marks.

1. Jasmine Revolution.
2. Cyber Laws.
3. Guglielmo Marconi.
4. Whats App.
5. Public Relations.
6. Radio Montage.
7. Michimida.
8. Radio magazine programmes.
9. Sender.
10. Radio jockeying.
11. Group communication.
12. AM stations.
13. Anti-corruption movement.
14. Verbal communication.
15. Decoding.

Section B

The questions carry five marks each. Ceiling : 25 marks

16. Explain media convergence.
17. What is the function of feedback in communication ?
18. Differentiate between news writing and feature writing.
19. Define communication and explain two different types of communication.
20. Explain the organisational set up of AIR.
21. Explain the characteristics of online journalism.
22. 'A script is a soul of good radio programme'. Discuss.
23. How do social media act as a tool for news gathering ?

(Ceiling : 25 marks)

Section C

Answer any two of the following among the four.

24. Explain the various types of radio broadcasting.
25. Critically evaluate the impact of social media on consumers.
26. Give your comments on the dramatic revolution taking place in the news industry today.
27. Explain the functions and dysfunctions of mass communication.

(2 = 10 = 20 marks)

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SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION, APRIL 2020

(CBCSS-UG)

Mass Communication and Journalism

JOU 121 CO1—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 30

Maximum : 30 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 30.
2. The candidate should check that the question paper supplied to him/her contains all the 30 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 1(2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM
(Multiple Choice Questions for SDE Candidates)

1. Communicating within oneself is known as _____.
- (A) Group Communication.
 - (B) Intrapersonal Communication.
 - (C) Intrapersonal communication.
 - (D) Interpersonal communication.
2. Who was a champion of mass media communication ?
- (A) Mao Zedong.
 - (B) B. R. Ambedkar.
 - (C) Mother Teresa.
 - (D) Marshall Tito.
3. The act of producing a message is known as _____.
- (A) Decoding.
 - (B) Messaging.
 - (C) Noise.
 - (D) Encoding.
4. Which of the following is not an advantage of written communication over oral communication ?
- (A) It is a permanent record.
 - (B) Provides tangible legal evidence.
 - (C) Accessible to the illiterate.
 - (D) More accurate than oral communication.
5. What is proxemics ?
- (A) Study of space in communication.
 - (B) Study of eye behavior.
 - (C) Study of touching.
 - (D) Study of body movements.
6. Who among the following is a gatekeeper ?
- (A) Reader.
 - (B) Viewer.
 - (C) Listener.
 - (D) Editor.
7. The headquarters of the Central Board of Film Certification is at :
- (A) New Delhi.
 - (B) Chennai.
 - (C) Mumbai.
 - (D) Hyderabad.

8. When was radio renamed as All India Radio ?
(A) 1935. (B) 1936
(C) 1937. (D) 1938.
9. Which was the second Indian city to get television broadcasting service ?
(A) Delhi. (B) Kolkata.
(C) Madras. (D) Mumbai.
10. Which of the following is not a selective theory of media ?
(A) Selective retention. (B) Selective exposure.
(C) Selective perception. (D) Selective aggression.
11. Who is author of Aeropaethica ?
(A) J.S. Mill. (B) Adam Smith.
(C) Raja Ram Mohan Roy. (D) John Milton.
12. Freedom of speech expression is stated in Article _____ of the Indian constitution.
(A) 17. (B) 18.
(C) 19. (D) 20.
13. Global village concept is put forward by :
(A) Robert Merton. (B) Donn McBride.
(C) Marshall McLuhan. (D) Wilbur Schramm.
14. The name that is most associated with WikiLeaks is _____.
(A) Julian Assange. (B) Tim Berners.
(C) Bill Gates. (D) Richard Stallman.
15. RTI Act has jurisdiction all over India except :
(A) Nagaland. (B) Arunachal Pradesh.
(C) Mizoram. (D) Jammu & Kashmir.

16. Press Council first emerged in :
- (A) Italy. (B) UK.
(C) US. (D) Sweden.
17. Which was the first 24 hours news channel in Malaysia ?
- (A) Asianet news. (B) India Vision.
(C) Surya. (D) Kairali.
18. Kinesics is the study of :
- (A) Facial expression. (B) Personal appearance.
(C) Body language. (D) Clothing.
19. Who invented Kinesograph ?
- (A) Thomas Alva Edison. (B) William Dickson.
(C) Lumier Brothers. (D) John Baird.
20. Radio broadcast in India began in :
- (A) Calcutta. (B) Shimla.
(C) New Delhi. (D) Bombay.

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(CBCSS-UG)

Mass Communication and Journalism

JOU 1(2) 091—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2018 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

The questions carry 2 marks each.

Collig : 25 marks.

1. Article 19 (1) (a).
2. Encoding
3. Noise.
4. Kandathil Varughese Mappilai.
5. Rajya Samskaram.
6. Message.
7. Plagiarism.
8. Shannon and Weaver.
9. Sting operation.
10. Group communication.
11. Kinetics.
12. Kerala Mithras.
13. Social media.
14. Vlog.
15. Communication model.

Section B

The questions carry 8 marks each.

Collig : 35 marks.

16. Explain the functions of the Central Board of Film Certification.
17. Discuss the elements of communication.
18. Examine the restrictions imposed by the Constitution on Freedom of speech and expressions in India.
19. What is the relevance of online journalism?
20. Discuss Authoritarian theory of the press.
21. Outline Aristotle's Mass communication model.
22. Discuss role of press during the Emergency era (1975-77).
23. Comment on the relevance of citizen journalism.

Section C**Answer any two questions.****Each question carries 10 marks.**

- 24. Examine the role and importance of mass communication in our society.**
- 25. Critically examine the advantages and disadvantages of new media.**
- 26. Explain the important types of communication.**
- 27. Elucidate the strengths and limitations of print media.**

CHMK LIBRARY UNIVERSITY OF CALICUT

Mass Communication and Journalism
JUL 20 04-NEWSPAPER JOURNALISM
(2018 Admissions)
(Multiple Choice Questions for SDE Candidates)

Time : 10 Minutes	Total No. of Questions : 80	Maximum : 20 Marks
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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.

J011 2C 04—NEWSPAPER JOURNALISM
(Multiple Choice Questions for SDE Candidates)

- Which is the face of the newspaper ?
 - Headlines.
 - Front page.
 - Edit page.
 - Matthewd.
- Name the first communication satellite which was launched in 1982 :
 - Early Bird.
 - Intelsat.
 - Intersatellit.
 - Insat.
- Small advertisements classified according to subject area and carrying no illustrations are known as :
 - Small ads.
 - News library.
 - Back volume stock.
 - Classified.
- Is a detailed account of the coming event :
 - Future story.
 - Advertiser.
 - Curtain raiser.
 - Advance.
- Condensing a story is generally referred to as in the newspaper office :
 - Rewriting.
 - Ministerizing.
 - Shortening.
 - Bulking down.
- Letters to the editor are included in :
 - Sports page.
 - Last page.
 - Editorial page.
 - Local page.
- Times of India was the first newspaper to appoint :
 - Editor.
 - Managing editor.
 - Executive editor.
 - Ombudsman.

8. The Right to Information Act was enacted in :
- (A) 2004. (B) 2003.
(C) 2006. (D) 2005.
9. A publication started by Mahatma Gandhi :
- (A) The Harijan. (B) Bombay Samachar.
(C) Indian Mail. (D) The Times of India.
10. Which one of the following is most perishable ?
- (A) A book. (B) A newspaper.
(C) A magazine. (D) All the above are equally perishable.
11. Who edits local news ?
- (A) Sub-Editor. (B) Stringer.
(C) Bureau Chief. (D) Assistant Editor.
12. A piece of news obtained and published by one newspaper before its competitors is known as :
- (A) Exclusive. (B) Ransom.
(C) Soap. (D) Espion.
13. The social agency of the Government to disseminate the information to the print media in Government policies :
- (A) PIB. (B) Dear Durban.
(C) Akash Vani. (D) Film Division.
14. 'Four Theories of Press' is conceived by :
- (A) W. Schramm. (B) J. Carey.
(C) D. McQuail. (D) Mc Luhan.
15. The 'Banner Dispatch' was a publication of _____.
- (A) The Baptist mission. (B) The Wesleyan mission.
(C) The Danish mission. (D) The Scottish mission.

16. Who is known as Indian Gutenberg ?
- (A) James Augustus Mackay (B) John de Wittenden
(C) John Bisco (D) Col James Todd
17. (C) for Univarta and PTV for .
- (A) PTV Hindi (B) Varta.
(C) PTV Varta. (D) Bhashe.
18. Robert Knight founded The Statesman in the year :
- (A) 1871. (B) 1872.
(C) 1873. (D) 1878.
19. Multimedia represent the convergence of text, pictures, video and _____ into a single form.
- (A) News. (B) Sound.
(C) Songs. (D) All of the above.
20. Multimedia reporters who are mobile with audio, video recorders and camera are often referred to as _____.
- (A) Mobijourna. (B) Mobile.
(C) Moja. (D) Journa.

15. Explain the scope and limitations of freelance journalism.
16. What is the role of news editor in a newspaper?
17. Enumerate the preparations needed for an effective interview.
18. Prepare a news release of the College Day function in your college.
19. Why do we need headlines in a newspaper? Explain the functions of headlines.

Section C

Answer any one question not exceeding 400 words.

20. 'Sub-editor is the soul of a newspaper.' Explain the important role of sub-editor in a newspaper.
21. Describe the features of pyramid and inverted pyramid style of Writing.

(1 × 10 = 10 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

(CBCSS-UG)
Mass Communication and Journalism
JOU 2C 04-NEWSPAPER JOURNALISM
(2018 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

Answer any number of questions, each not exceeding 50 words.
Each question carries 2 marks.
Total of marks for Part A is 20.

1. Accuracy.
2. Source.
3. Watching journalism.
4. Freelance.
5. PG journalism.
6. Pocket cartoon.
7. Credit line.
8. Pyramid style of reporting.
9. Stylebook.
10. Layout.
11. InDesign.
12. Styling.

Section B

Answer any number of questions, each not exceeding 100 words.
Each question carries 6 marks.
Total of marks for Part B is 20.

13. Describe the functions of journalism in a democracy.
14. Do we need a code of ethics in journalism? Discuss.

15. Explain the scope and limitations of freelance journalism.
16. What is the role of news editor in a newspaper?
17. Examine the preparations needed for an effective interview.
18. Prepare a news release of the College Day function in your college.
19. Why do we need headlines in a newspaper? Explain the functions of headlines.

Section C

Answer any one question not exceeding 400 words.

20. 'Sub-editor is the missing hero of a newspaper.' Explain the important role of sub-editor in a newspaper.
21. Describe the features of pyramid and inverted pyramid style of writing.

(1 × 10 = 10 marks)

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SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION, APRIL 2020

(CBCSS-UG)

Mass Communication and Journalism

JOU 2C 04-NEWSPAPER JOURNALISM

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

Answer any number of questions, each not exceeding 50 words.

Each question carries 3 marks.

Coding of marks for Part A is 20.

1. Accuracy.
2. Sources.
3. Watching journalism.
4. Previews.
5. P2 Journalism.
6. Product criticism.
7. Credit line.
8. Pyramid style of reporting.
9. Stylebook.
10. Layout.
11. InDesign.
12. Rhythm.

CHMK LIBRARY UNIVERSITY OF CALICUT

SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

Mass Communication and Journalism

JOU 2B 02—MEDIA HISTORY

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer any number of questions, each not exceeding 50 words.

Each question carries 3 marks.

Coding of marks for Part A is 2X

- | | |
|---------------------------|----------------------|
| 1. Horjan. | 2. Warren Hastings. |
| 3. F Medler. | 4. Illikkannan. |
| 5. Puffalibonja. | 6. K P Kesava Menon. |
| 7. Deputa. | 8. The Census Man. |
| 9. Kralan. | 10. Lionel Plakdan. |
| 11. SITE. | 12. Prabha Chanda. |
| 13. RJ. | 14. Bing operation. |
| 15. Sathywantha Kishalen. | |

Section B

Answer any number of questions, each not exceeding 100 words.

Each question carries 6 marks.

Coding of marks for Part B is 3X.

- Assess the contributions of Saravajana Missionaries.
- Describe the restrictions imposed on media during the Indian Emergency (1975-77).
- Why do we consider Njanachalappan to be one of the earliest media entrepreneurs in Malabar?
- How did Muhammad Abdul Rahimani's journalism differ from others?
- Comment on the journalist endeavours of Ma Lenda Menon.
- How did Dorji Bhingi contribute to establishing a media newspaper in Malabar?

Turn over

22. Write a profile of cartoonist Shankar.
23. Explain the objectives of Fraser's theory.

Section C

Answer any two questions, each not exceeding 400 words.

Each question carries 10 marks.

24. Are the present day journalists in India servile and weak to the authorities? Discuss your views in the background of during journalists like Chandrabhambhani Ramakrishna Pillai who continuously questioned the authorities.
25. Analyse the growth story of Malayala Manorama from a humble beginning to one of the biggest media houses in India.
26. 'The audiences of Doordarshan and AIR have largely switched over to private television channels and FM stations.' Discuss the topic and provide your suggestions to revive these PDBs.
27. Who was B Badamand? Write a profile of this personality.

(3 = 10 = 30 marks)

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