

**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5D 01—NEWSPAPER JOURNALISM

(2017 Admissions)

Time : Two Hours

Maximum : 40 Marks

Part A

All questions to be attended.

*Answer any **five** questions not exceeding 25 words.*

Each question carries 2 marks.

1. News desk.
2. Sub-editor trainee.
3. Kevin Carter.
4. Unpredictable news.
5. Watchdog journalism.
6. Sting operation.
7. Twitter as a source of news.
8. News editor.
9. Sensationalism.

(5 × 2 = 10 marks)

Part B

All questions can be attended and overall ceiling.

*Answer any **three** questions not exceeding 100 words.*

Each question carries 5 marks.

10. Compare and contrast the writing style of reporting news and feature.
11. What is a profile ? How would you write a personality profile ?
12. What is the role of circulation department of a newspaper ?
13. Describe the advantages and disadvantages of inverted pyramid style of reporting.
14. Describe the important principles of editing.
15. What is beat reporting ? What are its advantages ?

(5 × 3 = 15 marks)

Turn over

Part C

All questions can be attended and overall ceiling.

*Answer **one** question, not exceeding 400 words.*

Each question carries 15 marks.

16. What is a review ? Write a review of a recent Malayalam film that you have watched.
17. Describe the qualities of a reporter especially in the digital era.

(1 × 15 = 15 marks)

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**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 11—PHOTO JOURNALISM

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer at least **four** questions.*

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 16.

1. F-stop control.
2. Depth of Field.
3. View Finder.
4. Image resolution.
5. External Flash.
6. Henri Cartier-bresson.
7. Lens.
8. Micro Photography.
9. CMOS.

(4 × 4 = 16 marks)

Section B

*Answer at least **six** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 36.

10. Explain the use of filters.
11. 'Photo Journalists write stories with images.' Explain.

Turn over

12. Write a note on various cropping tools.
13. What is flare and how to treat it ?
14. Explain SLR and DSLR.
15. Explain visualization and its importance in photography.
16. What is Aperture ?
17. Explain documentary photography.
18. Write briefly on Candid shots.
19. Explain quality of light in photography.
20. Aperture affects the depth of field. Explain.
21. Explain the features of landscape photography.

(6 × 6 = 36 marks)

Section C

Answer any two questions.

Each question carries 14 marks.

22. Describe the types of photography.
23. Trace the history of photography.
24. Write on the different types of cameras, lens and filters.
25. 'Good pictures take considerable knowledge, skill, and planning by the photojournalist.' Discuss.

(2 × 14 = 28 marks)

**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 10—ADVERTISING

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer at least **four** questions.*

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 16.

1. Surrogate Advertisements.
2. Slogan and Jingle.
3. Marketing Communication.
4. Outdoor Advertising.
5. Brand Positioning.
6. Ogilvy and Mather.
7. Cultural Jamming.
8. Media Mix.
9. Corporate Advertising.

(4 × 4 = 16 marks)

Section B

*Answer at least **six** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 36.

10. Discuss the important functions of advertising.
11. Write a note on the key elements of an advertising copy.

Turn over

12. Analyze the role of advertising agencies.
13. Explain the importance of market analysis.
14. Discuss the principles of scripting for a television commercial.
15. Describe the key principles of building a brand image.
16. Discuss the organizational structure and role of ASCI.
17. Analyze the future of digital advertisements in India.
18. Examine the ethical issues of advertising.
19. Differentiate between advertising and public relations.
20. Write a note on Alyque Padamsee.
21. Define a classified advertisement. What are its advantages over other types of advertisements ?

(6 × 6 = 36 marks)

Section C

Answer any two questions.

Each question carries 14 marks.

22. What are the major types of advertisements ? Explain the features of these advertisements.
23. Discuss the important trends in advertising.
24. What is an advertising campaign ? Explain its role and impact by analyzing any of the recent advertising campaigns.
25. Analyze the scope of advertising as an effective communication tool.

(2 × 14 = 28 marks)

**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 09—CORPORATE COMMUNICATION

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer at least four questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 16.

- | | |
|-----------------------|-------------------|
| 1. Campaign. | 2. IPRD. |
| 3. External Audience. | 4. Press Release. |
| 5. Bulletin Boards. | 6. Spin. |
| 7. Ivy Lee. | 8. Crisis. |
| 9. Branding. | |

(4 × 4 = 16 marks)

Section B

Answer at least six questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 36.

10. State the steps involved in problem solving process.
11. How do social and cultural trends influence business of a company ?
12. Explain the importance of media relations.
13. How advertising is different from PR ? Explain.
14. What in particular distinguishes propaganda from public relations ?
15. What is the negative attitude ? Briefly explain the measures to overcome negative attitude.
16. What do you mean by Lobbying ? Explain.
17. Give a note on positive thinking.
18. Explain the various factors affecting corporate image.

Turn over

19. What are the sources of employee communications ?
20. Trace a short history of PR in India.
21. Explain about the role of Digital Media in PR.

(6 × 6 = 36 marks)

Section D

*Answer any two questions.
Each question carries 14 marks.*

22. Explain the functions and scope of Public Relations in the Indian context.
23. "Feedback is an essential component in Public Relations activity". Do you agree with this comment ? Explain.
24. Explain how you would promote externally one of the CSR levels of an organization using a public relations tactic ?
25. Give a detailed note on the stages in public relations process.

(2 × 14 = 28 marks)

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**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 08—INTRODUCTION TO TELEVISION PRODUCTION

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer at least **four** questions.*

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 16.

1. Appointment viewing.
2. Establishing shot and PoV shot.
3. Off the record and Embargo.
4. Story board.
5. CG and AR graphics.
6. White balance.
7. CCU.
8. Back light and back ground light.
9. Teaser and Promo.

(4 × 4 = 16 marks)

Section B

*Answer at least **six** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 36.

10. Explain the types of TV cameras.
11. What is three point lighting ? Describe the lighting method of one on one indoor interview programme.
12. Describe ways in which TV programmes can be promoted through social media.

Turn over

13. Write a script in split page format for a PSA on the theme 'Stop drug menace in campuses.
14. Explain the method of news writing for Television.
15. Describe the steps involved in pre-production stage of a TV programme.
16. Distinguish between news reading and news anchoring.
17. Explain various types of shots.
18. What are the composition principles ?
19. Suggest a TV coverage plan for the coming Union Budget.
20. Critically appreciate any of the programmes in GECs in Malayalam in terms of content and production.
21. What is dubbing ? How does it differ from sync-sound recording ?

(6 × 6 = 36 marks)

Section C

Answer any two questions.

Each question carries 14 marks.

22. What are the steps involved in TV programme scripting ? Write a TV script for five minute filler which details the horrors of Kerala Flood 2018.
23. Describe various programme genres in television. Give an idea for a prime time show which deals with agriculture promotion in Kerala.
24. What are the traits of a good TV interviewer ? Describe the research involved in a TV interview show. Prepare a set of questions for an interview with any of the following persons given below.
 - a) Nirmala Sitharaman, Minister of Finance.
 - b) Mary Kom, Indian Olympic Boxer.
 - c) Tovino Thomas, Actor.
25. What are the guidelines for visual editing ? Explain various video transition techniques.

(2 × 14 = 28 marks)

**FIFTH SEMESTER U.G. DEGREE [SPECIAL] EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 07—INTRODUCTION TO MASS COMMUNICATION THEORIES

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer at least four questions.

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 16.

1. Jurgen Habermas.
2. Opinion leaders.
3. Magic Bullet Theory.
4. George Gerbner.
5. Propaganda.
6. McNelly's news flow model.
7. Fake news.
8. Reporters as gatekeepers.
9. Charles Sanders Peirce.

(4 × 4 = 16 marks)

Section B

Answer at least six questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 36.

10. Explain the important agents in the formation of public opinion.
11. Describe the psychological perspectives of communication.

Turn over

12. Analyse the concepts of sign and symbol.
13. Can media change a person's attitude ? Discuss.
14. Examine the relationship between social categories and social relation theories of media.
15. Describe the gatekeeping model of Bass and Mowlana.
16. Examine the key principles of individual difference theory.
17. Summarise the important recommendations of Robert Hutchins Commission Report.
18. Explain with appropriate examples the working of cognitive dissonance theory.
19. Differentiate between agenda setting and agenda building.
20. Analyse the selectivity theories of media.
21. What is media dependency theory ?

(6 × 6 = 36 marks)

Section C

Answer any two questions.

Each question carries 14 marks.

22. 'Community radio stations can be voice of the voiceless.' Analyse this statement in the context of development communication, and democratic participant theories of media.
23. What is uses and gratification theory ? Explain the uses and gratifications that you derive from watching your popular television show.
24. Examine the effects of political campaigning on voting behaviour.
25. What is libertarian theory of media ? Explain the merits, demerits and the relevance of the theory ?

(2 × 14 = 28 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Mass Communication and Journalism

JOU 5D 02—BROADCAST JOURNALISM

(2019 Admissions)

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. Cable TV.
2. Lionel Fielden.
3. Yuva Vani.
4. RJ.
5. AM broadcasting.
6. DD.
7. Jingles.
8. TAM.
9. AIR News bulletin.
10. Live radio commentary.
11. Prime time.
12. Live streaming.

(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. Trace the history of Doordarshan.
14. Describe the characteristics of radio.
15. What is the scope of radio during disasters and tragedies ?
16. Elaborate the organisational structure of a television news channel.
17. Write a review of an interview programmes on a 24 × 7 television news channel.

Turn over

18. What is the role of community radio ?
19. What are the reasons for the dwindling popularity of Doordarshan ?

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. What are the desirable qualities of a good television news anchor ? Write your comments on any one of the news anchors of your choice
21. How does scripting for radio programmes differ from scripting for other media ?

(1 × 11 = 11 marks)

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FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

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Mass Communication and Journalism

JOU 5D 01—NEWSPAPER JOURNALISM

(2019 Admissions)

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. Circulation department.
2. Banner headline.
3. Soft news.
4. Celebrity news.
5. Lead.
6. Media literacy.
7. Press release.
8. Editorial.
9. Censorship.
10. Investigative report.
11. Fake news.
12. Freelance.

(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. What are the functions of a headline in a newspaper ?
14. Describe the importance of cultivating news sources
15. What is the difference between media trial and judicial trial ?
16. Write a brief profile on a Covid-19 survivor.

Turn over

17. What is the role of a chief editor in a newspaper ?
18. Describe the qualities of a reporter.

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.
The question carries 11 marks.*

19. Describe the important news determinants.
20. What are the important news story writing styles ? Describe their advantages and disadvantages.

(1 × 11 = 11 marks)

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FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Mass Communication and Journalism

JOU 5B 11—PHOTO JOURNALISM

(2019 Admissions)

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. Photo feature.
2. T. S. Sathyan.
3. Aperture.
4. Exposure.
5. Saturation.
6. Wide-angle lens.
7. DSLR.
8. Aerial shot.
9. CCD.
10. Camera obscura.
11. Pixel.
12. Raghu Rai.
13. HDR.
14. Landscape photography.
15. Nilüfer Demir.

(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. Elaborate on the role photographs play in disaster reporting.
17. What is a candid photo ? What makes it an important skill to master by a photo journalist ?
18. What is a photo essay ?
19. Elaborate on composition techniques in photography.

Turn over

20. What is documentary photography ?
21. Explain the uses of filters in photography.
22. Explain negative space in photography with examples.
23. Write a critique on a photography magazine of your choice.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Trace the history and development of photography.
25. Elaborate on the ethical and legal considerations in photography.
26. Write in detail on the qualities and responsibilities photo journalists should possess in the era of fake news and misinformation.
27. Explain the methods of digital image editing and manipulation.

(2 × 10 = 20 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Mass Communication and Journalism

JOU 5B 10—ADVERTISING

(2019 Admissions)

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. Trademark.
2. Logo.
3. Hoarding.
4. AAAI.
5. Alyque Padamsee.
6. Brand equity.
7. Native advertising.
8. Advertising budget.
9. Caption.
10. Transit advertising.
11. BBDO.
12. AIDA.
13. Brand ambassador.
14. Pop-up ad.
15. Digital display ad.

(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. Distinguish between advertising and publicity.
17. Explain the functions of layout in advertising.
18. Discuss the impact of online advertising.
19. Analyse the role of DAVP.
20. Describe the differences between advertising and PR.
21. Discuss the organizational structure of an ad agency.
22. Examine the role of research in advertising.
23. What is USP ? Describe the concept with examples.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

- 24 Suggest three PSA ideas with description.
- 25 Critically analyze trends in fashion advertising.
- 26 Discuss gender stereotyping in advertising with examples.
27. 'Instagram is a potential platform for advertising.' Explain.

(2 × 10 = 20 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Mass Communication and Journalism

JOU 5B 09—PUBLIC RELATIONS AND CORPORATE COMMUNICATION

(2019 Admissions)

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. Paul Garrett.
2. *Beti Bachao Beti Padhao.*
3. Lobbying.
4. IPRA.
5. Bots.
6. IPRD.
7. Publics.
8. Paid news.
9. Internal audience.
10. Opinion leader.
11. External PR tools.
12. Writing proposals.
13. DAVP.
14. Spin doctoring.
15. *Pradhan Mantri Ujjwala Yojana.*

(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. Describe the important functions of Public Relations.
17. Assess the contributions of Ivy Lee to Public Relations.
18. How does advertising differ from Public Relations ?

Turn over

19. What is reputation management ? How is it important in the globalised economy ?
20. Trace the evolution of corporate communication.
21. How does house journal contribute to corporate image building ?
22. 'Monitoring and participating in social media platforms are mandatory in modern Public Relations.' Discuss.
23. Explain the concept of corporate personality with appropriate examples.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. What is PR campaign ? How do you plan, execute and evaluate a PR campaign on a theme 'transgender friendly campus' ?
25. Who is a PRO ? What are the desirable qualities of a PRO ?
26. 'A badly managed crisis can unmake an institution.' Highlight the importance of crisis management in an organisation.
27. Define CSR. How do CSR activities promote image building of an institution ?

(2 × 10 = 20 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Mass Communication and Journalism

JOU 5B 08—TELEVISION PRODUCTION

(2019 Admissions)

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. DAW.
2. Shotgun.
3. TV documentary.
4. Cardioid microphone.
5. Reality show.
6. ENG.
7. Fade.
8. Fresnel.
9. CU.
10. Jump cut.
11. Rack focus.
12. Key light.
13. FPS.
14. David Attenborough.
15. Voiceover.

(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. What are the principles for an effective PTC ?
17. Principles in bulletin preparation for television.
18. What are game shows? Explain with an example.
19. Differentiate live streaming and live broadcasting.
20. What is visual language? How is it important in television production ?
21. Explain the use of animation in television programme production.
22. Explain the various camera movements.
23. Compare online and offline editing.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Elaborate the processes involved in TV news bulletin production.
25. Characteristics of television as a medium.
26. Describe the pre-production stage for a panel discussion.
27. What is the purpose of lighting in television production ? Explain the different lighting methods.

(2 × 10 = 20 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Mass Communication and Journalism

JOU 5B 07—MASS COMMUNICATION THEORIES

(2019 Admissions)

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. Habermas.
2. Magic bullet theory.
3. Opinion followers.
4. Manufacturing Consent.
5. WhatsApp University.
6. Hutchins Commission.
7. George Gerbner.
8. Agenda building.
9. Signified.
10. Social relations.
11. Press Freedom Index.
12. Niche media.
13. Kurt Lewin.
14. Lessez Faire.
15. Echo chamber.

(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. Describe the concept of 'mass' in mass communication.
17. Define attitude. Can media effect attitudinal changes ?
18. How does individual difference theory differ from stimulus response theory ?
19. Who are opinion leaders in mass media ?
20. Describe Mowlana model of communication.
21. Examine the impact of planned political propoganda in the social media.
22. Compare and contrast authoritarian and Soviet media theory.
23. Analyse the uses and gratifications that you derive on spending time before social media.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. What is public opinion ? Which are the important agents in forming public opinion ?
25. Explain with examples the working of selective theories of media.
26. Examine with illustration the news flow model of McNelly. How relevant is this model in the present media scenario ?
27. What is cognitive dissonance theory ? Analyse this theory with your responses to the incoming messages from different media platforms.

(2 × 10 = 20 marks)

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(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5D 01—NEWSPAPER JOURNALISM

(2017 Admissions)

Time : Two Hours

Maximum : 40 Marks

Part A*Write short notes on any five questions each not exceeding 25 words.**Each question carries 2 marks.*

1. Soft News.
2. Trend stories.
3. Jargon.
4. Primary source.
5. Staccato lead.
6. Morgue.
7. Follow up.
8. Press conference.
9. Imprint line.

(5 × 2 = 10 marks)

Part B*Answer any three questions each not exceeding 100 words.**Each question carries 5 marks.*

10. What are the essential features of a Summary lead ?
11. What is beat reporting? What is its importance in newspapers ?
12. 'Being first and wrong' is not a model to aim for, while writing news- Explain.

Turn over

13. What are News values ? Explain any six kinds of News values with examples.
14. Inverted pyramid is considered as the Classic style in News writing- Explain Why ?
15. Briefly explain general principles of news editing.

(3 × 5 = 15 marks)

Part C

Answer any one question not exceeding 400 words.

The question carries 15 marks.

16. Feature stories are also known as evergreen stories due to their relatively long life span-Elaborate on the statement. Also explain types of features with examples.
17. "The mainstream media is biased towards working for sensationalism, conflict and sluggishness". Do you agree ? Why ?

(1 × 15 = 15 marks)

FIFTH SEMESTER U.G, DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 11—PHOTO JOURNALISM

Time : Three Hours

Maximum : 80 Marks

Part A*Write short notes on any five questions, not exceeding 50 words.**Each question carries 3 marks.*

1. Depth of field.
2. Exposure light tables.
3. DSLR.
4. Candid shot.
5. ISO.
6. Panchromatic film.
7. Raghu Rai.
8. Fisheye lens.
9. Cropping.

(5 × 3 = 15 marks)

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

10. What are Photo features ? Explain their characteristic traits.
11. What are things to be noted while Photographing sensitive issues ?
12. Briefly list the important rules of Composition.
13. What is Parallax Error ? List the tips for minimizing the error.
14. Elaborate on the nature and scope of Photo Journalism.

Turn over

15. What are Filters ? Also explain their types and uses.
16. Explain the duties of a Photo Editor in News Organizations.
17. What are the things to be noted while engaging in Wild life Photography ?
18. Elaborate on the changes, digital technology has brought to the world of Photography.
19. Describe the qualities and qualifications expected of a Photo Journalist.
20. The editing, selection, and captioning of images for potential publication adds more layers of decision to a picture—Elaborate.
21. What are Photo captions and cut lines ? Explain various types with examples.

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. Discuss the works and processes of any two eminent Indian Photographers.
23. List and explain different types of Cameras with their defining features.
24. List the important milestones in the origin and development of Photography.
25. Even if a Photographer's ethical principles are resolute, the principles may be applied in different ways depending on the circumstances—Elaborate.

(2 × 15 = 30 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

MASS COMMUNICATION AND JOURNALISM

JOU 5B 10—ADVERTISING

Time : Three Hours

Maximum : 80 Marks

Part A

*Write short notes on any five questions, not exceeding 50 word.
Each question carries 3 marks.*

1. ABC.
2. B2B advertisements.
3. Piyush Panday.
4. Display ads.
5. Jingles.
6. Pop up ads.
7. Media schedule.
8. Brand.
9. Celebrity endorsements.

(5 × 3 = 15 marks)

Part B

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

11. What are the ethical issues in advertising ?
12. What are the issues of advertising on internet ?
13. Explain the postulates of Rossiter and Percy model.
14. Critically evaluate the contributions of Alyque Padamsee to Indian Advertising.
15. What do you mean by culture jamming ? Explain with examples.

Turn over

16. List and explain functions of advertising.
17. How will you differentiate between brand identity, brand equity and brand image ?
18. Why is AIDA known by the name Copywriters formula ?
19. What do you mean by audience segmentation ? What is its purpose in advertising ?
20. How will you explain consumer culture ?
21. Explain the initiatives taken by AAAI to meet its primary objectives ?

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. Explain various types of advertising with suitable examples.
23. What is media planning ? Elaborate on the importance of research in media planning and effective advertising.
24. List and explain important components of a Print advertisement. What are the principles of content creation and designing of print advertisements ?
25. Elaborate on the current trends in global advertising.

(2 × 15 = 30 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 09—CORPORATE COMMUNICATION

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Write short notes on any five questions, not exceeding 50 words.**Each question carries 3 marks.*

1. Publicity.
2. PRSI.
3. Corporate branding.
4. Employe relations.
5. Green marketing.
6. SWOT Analysis.
7. Ivy Lee.
8. DAVP.
9. Media Kit.

(5 × 3 = 15 marks)

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

10. Define Corporate Communication.
11. Define Corporate Communication. Also explain the role and functions of a Corporate Communication department in an organization.
12. Public Relations applies research, creativity, and planning to assist the third-party brand perception-building process. Illuminate.
13. What is the relevance of using various social media tools in PR ?
14. Explain 'Crisis Communication' with a suitable example.
15. What is a press conference ? Explain the reasons, process and advantages of holding of press conferences.
16. What is the importance of 'image building' in an organization ?
17. Describe whether lobbying works as a Public relations practice.

Turn over

18. What are the desirable qualities for a PR practitioner ?
19. Who are the internal and external audience of a corporate establishment ?
20. What is propaganda ? Also explain how far it finds useful in public relations.
21. List and explain effective tools for PR management.

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. List the important milestones in the history and development of public Relations.
23. Define Social Marketing. How far it is effective in the process of behavior change ? Explain with examples.
24. Differentiate between the concepts-corporate identity, corporate image, and corporate personality with examples. Also explain how all of these contribute to effective corporate communication.
25. Explain how CSR has become an integral part of the image building process of corporate establishments. Also furnish examples of effective CSR activities of any known corporate organization.

(2 × 15 = 30 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 08—INTRODUCTION TO TELEVISION PRODUCTION

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Write short notes on any five questions, not exceeding 50 words.**Each question carries 3 marks.*

1. Key light.
2. Continuity.
3. Full HD format.
4. Dissolve.
5. ENG.
6. Lip sync.
7. Teleprompter.
8. Jump cut.
9. Cut-ins.

(5 × 3 = 15 marks)

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

10. List and explain popular program formats you find in Malayalam television.
11. What do you think are the scope and limitations of television in this internet era ?
12. Give a brief note about the importance of shot division in TV production.
13. What are the major differences between hard lights and soft lights ?

Turn over

14. With the advent of 24 hour private news channels, there is a definite change in the presentation styles of television news- Elaborate.
15. What are the advantages of non-linear editing over liner editing ?
16. What are the most popular types of microphones used in television production ? Explain their pick-up patterns and uses.
17. What is PCR ? Explain the importance of it in television program production.
18. List the things to be noted while doing a news bulletin production.
19. Scripting for different types of television programs demand different levels of skills, styles and language- Elaborate.
20. List and explain the most popular kinds of shot transitions used in television.
21. Compare any news based magazine programs of any *two* leading Malayalam television news channels.

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. List and explain each type of shots and angles that are popular with television programs.
23. Detail the organizational structure of the News department of a Television channel.
24. List the important activities that take place in the post-production stage of a television program. Also list the importance of each of these post-production activities.
25. Elucidate the need for pre-production planning whenever you attempt to create a program for television.

(2 × 15 = 30 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 07—INTRODUCTION TO MASS COMMUNICATION THEORIES

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Write short notes on any five questions, not exceeding 50 words.
Each question carries 3 marks.*

1. Public opinion.
2. Globalization.
3. Feed back.
4. One step flow of communication.
5. Soviet media theory.
6. Persuasion.
7. Noise.
8. Signifier.
9. Selective retention.

(5 × 3 = 15 marks)

Part B

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

10. What is agenda setting ?
11. How will you explain the concept of 'mass' in mass communication ?
12. Describe the various barriers to communication.
13. How will you explain public sphere ? Where is the space of new media in public sphere ?
14. Explain the importance of semiotics in mass communication. Also explain the role of culture in semiotics.
15. What is the need for models to explain human communication ?
16. Elaborate on the concept of gate keeping in mass communication.

Turn over

17. Briefly discuss the different types of communication with examples.
18. "Information and Communication technology has built a new generation of audience." Substantiate the statement.
19. Briefly explain Maulana's News Flow model.
20. How will you differentiate between selective exposure, selective retention, and selective perception ?
21. How will you explain Uses and gratifications theory ?

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. Elaborate on the normative theories of the press with appropriate examples.
23. In this age of digital media data security and various aspects about the intrusion of privacy are the two highlighted topics of discussion. Explain why ?
24. List and explain various theories of media effects with appropriate examples.
25. Explain the postulates of 'Spiral of Silence'. Citing suitable examples, elaborate on the working principles of this theory, in the age of digital media.

(2 × 15 = 30 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5D 01(II)—BROADCAST JOURNALISM

(2014 Admissions)

Time : Two Hours

Maximum : 40 Marks

Part A*Write short notes on any five questions each not exceeding 25 words.**Each question carries 2 marks.*

1. PCR.
2. Video Jockeying.
3. Vividh Bharati.
4. DTH.
5. NDTV.
6. ENG.
7. Piece to camera.
8. Writing for the ear.
9. Lead in.

(5 × 2 = 10 marks)

Part B*Answer any three questions each not exceeding 100 words.**Each question carries 5 marks.*

10. What are the main elements of radio production ? Also list different popular audio program formats.
11. Comment on the potential of television as a mass-media.
12. "Sound is important for establishing mood and intensifying an event". Discuss.
13. Give a short note about the evolution of broadcasting, with special reference to Indian context.
14. Briefly, describe the organizational structure of a Radio Station.
15. Suggest fresh ideas for two new radio programs. Also mention their target audiences and reasons for their possible success.

(3 × 5 = 15 marks)

Turn over

Part C

*Answer any **one** question not exceeding 400 words.*

The question carries 15 marks.

16. Illuminate the need for 'planning' in any broadcast production. Also describe the importance of 'shooting/recording schedules' for production.
17. Write a TV News script in split page format for a 90 seconds news story about the inauguration of an airport nearby, which was attended by two Central Ministers and the State Chief Minister amidst COVID protocols. Which are the sources that you contact for details and Why ?

(1 × 15 = 15 marks)

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FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5D 01(I)—NEWSPAPER JOURNALISM

(2014 Admissions)

Time : Two Hours

Maximum : 40 Marks

Part A

*Answer any five questions not exceeding 25 words.
Each question carries 2 marks.*

1. Review.
2. Hard news.
3. Pyramid style of reporting.
4. Byline.
5. Freelance.
6. 'Operation 136'.
7. Profile.
8. Historical feature.
9. Stylebook.

(5 × 2 = 10 marks)

Part B

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

10. Elaborate the role of business and mechanical sections of a newspaper.
11. 'Sub-editor is described as the unsung hero of a newspaper.' Discuss.
12. What is an editorial? How does editorial differ from other stories in a newspaper?
13. What are the important news sources for a reporter?
14. Headlines should not only tell the story but sell the story.' Explain.
15. Discuss the advantages and disadvantages of inverted pyramid style of reporting.

(3 × 5 = 15 marks)

Part C

*Answer any one question not exceeding 400 words.
Each question carries 15 marks.*

16. Define news. Explain the important news determinants.
17. Analyse the role of news editor in a newspaper.

(1 × 15 = 15 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS-UG)

Mass Communication and Journalism

JOU 5B 11—PHOTO JOURNALISM

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Telephoto lens.
2. Image stabilizer.
3. Candid photography.
4. RAW format.
5. Shutter speed.
6. Focal length.
7. White Balance.
8. ISO.
9. DSLR.

(5 × 3 = 15 marks)

Part B

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

10. Explain three-point lighting.
11. What is Rule of Third ?
12. Distinguish between candid photography and portraiture.
13. What is the difference between SLR and TLR cameras ?
14. What is CCD ?
15. Explain underexposure.
16. What is backlighting ?

Turn over

17. Explain MF and AF.
18. Explain light sensitivity.
19. What is photo feature ? How does it differ from news photo ?
20. What is glamour photography ?
21. Explain the principles of writing captions.

(7 × 5 = 35 marks)

Part C

*Answer any two questions not exceeding 400 words.
Each question carries 15 marks.*

22. "Photography is a universal language everyone can understand." Discuss.
23. With the advancement in technology photography has unlimited possibilities. Discuss the legal and ethical aspects of digital photography.
24. What is visualisation ? Explain the elements of composition in photography.
25. Enumerate the challenges and responsibilities of a photojournalist.

(2 × 15 = 30 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 10—ADVERTISING

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Write short notes on any five questions, not exceeding 50 words.**Each question carries 3 marks.*

1. Storyboard.
2. OOH Media.
3. USP.
4. Alyque Padamsee.
5. Jingles.
6. Rational appeal.
7. Media reach.
8. Brand equity.
9. DAGMAR.

(5 × 3 = 15 marks)

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

10. List and explain types of advertising that are exclusive to online media.
11. What is the need of research in advertising ?
12. In the current circumstances, what are the issues of advertising on radio ?
13. Explain the important postulates of Rossiter and Percy model.
14. Critically evaluate the contributions of Piyush Pandey to Indian Advertising.

Turn over

15. What are the things to be noted while creating copy for Print, Radio and Television ? Explain with examples.
16. What is Brand positioning ? List and explain basic steps for positioning a Brand.
17. How will you differentiate between media mix and marketing mix ?
18. Why is AIDA known by the name 'Copywriter's formula' ?
19. What do you mean by market segmentation ? What is its purpose in advertising ?
20. How will you explain the term 'Visualisation' ?
21. What are the principles of creating an Internet advertisement ? Also list its important components
(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. Evaluate the importance of advertising to the economy of a nation. Also explain various types of advertising with suitable examples.
23. What do you mean by Advertising appeal ? Explain various appeals with appropriate examples.
24. List and explain important components of a Print advertisement. What are the principles of content creation and designing of print advertisements ?
25. Elaborate on the current trends in national advertising. Also list the current top agencies in India.
(2 × 15 = 30 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 09—CORPORATE COMMUNICATION

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Write short notes on any five questions, not exceeding 50 words.**Each question carries 3 marks.*

1. Corporate identity.
2. Internal public.
3. Social Audit.
4. IPRD.
5. Lobbying.
6. Paul Garret.
7. Brand building.
8. ORM.
9. Intangible assets.

(5 × 3 = 15 marks)

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

10. How will you define Corporate Communication ?
11. What are the factors affecting the image of an organization ?
12. What are the main objectives of DAVP ? Explain.
13. PR and Media share a symbiotic relationship with each other. Discuss.

Turn over

14. What are the principles of good management ? Explain in detail.
15. In simple terms, a public relations applies research, creativity, and planning to assist the third-party brand perception-building process.—Illuminate.
16. List the tips for planning a successful PR campaign.
17. What are the tools for crisis management ?
18. Write a short note on house journals and its relevance in PR.
19. What are the desirable qualities for a PRO ?
20. Give a short note about the contributions of Edward L Burneys to Public Relations.
21. Online reputation management ensure that your business is properly represented and that potential customers are left with a great impression on who you are and what you do-Illuminate.

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. Define 'Corporate Social Responsibility (CSR)'. Discuss one of the well-known CSR Campaigns undertaken by an organization.
23. List and explain the tools of corporate communication.
24. Elaborate the important milestones in the history and development of public Relations.
25. List the important provisions in the International code of ethics that was adopted by Public Relations Society of India.

(2 × 15 = 30 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 08—INTRODUCTION TO TELEVISION PRODUCTION

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Write short notes on any five questions, not exceeding 50 words.**Each question carries 3 marks.*

1. Cross cuts.
2. Insert shots.
3. Teleprompter.
4. Sitcom.
5. Voice over.
6. Fade out.
7. Key light.
8. Imaginary line.
9. Black balance.

(5 × 3 = 15 marks)

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

10. Who are the essential members of a television production crew ? Do you think a single person can manage the entire production activities by himself ?
11. List and explain the potentials and limitations of television as a medium.
12. What is the importance of triangular lighting in television production ?
13. Explain the pick-up patterns and uses of different kinds of microphones, popular with television production.
14. What are the things to be noted while writing for television news visuals ?
15. What do you mean by OB ? Explain the preparations for an OB.
16. How will you differentiate between high key and low key lighting ?
17. Distinguish between EFP and ENG.

Turn over

18. What are the preparations to be made by a journalist while getting ready for a Television interview ?
19. Critically evaluate the reality shows telecast in Malayalam private channels. Do you think there is a need for a scriptwriter in reality shows ?
20. What are the qualities that may be advantageous for a successful scriptwriter creating programs for television ?
21. In the era of new media, what do you think is the future of television ?

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. Differentiate between various types of television shots and major camera angles, with appropriate illustrations.
23. Pre-production planning is the most crucial element while attempting to create a program for television- Illuminate.
24. List and explain the characteristic features of popular television program formats that you find in Indian television.
25. Write a short note about the current competition for bringing up 'breaking news' in popular television channels. What do you think are the overall effects of this trend on newscasts ?

(2 × 15 = 30 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5B 07—RADIO PRODUCTION

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

1. Digital Audio Broadcasting.
2. News on phone.
3. Disc Jockey.
4. Live streaming.
5. Sound Forge.
6. Pitch.
7. Radio Mattoli.
8. AM.
9. Visual Radio.

(5 × 3 = 15 marks)

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

10. Explain acoustic treatment.
11. What is FM broadcast ?
12. What is Ad-libbing ?
13. What is Lamp-post interview ?

Turn over

14. Write a note on Prasar Bharathi.
15. What is wave length ?
16. Explain Vox-pop.
17. What is radio documentary ?
18. Write a note on future of Radio.
19. Explain the essential qualities of a RJ.
20. What are the different types of radio available on internet ?
21. What is radio live show ?

(7 × 5 = 35 marks)

Part C

*Answer any two questions not exceeding 400 words.
Each question carries 15 marks.*

22. Discuss the relevance of AIR as a Public Service Broadcaster.
23. Describe in detail the advantages and disadvantages of Pro Tools.
24. Elaborate the radio interviewing techniques with suitable examples.
25. Discuss the strengths and weaknesses of Radio.

(2 × 15 = 30 marks)