

D 22358

(Pages : 2)

Name.....

Reg. No.....



**FIRST SEMESTER B.A. DEGREE EXAMINATION, JANUARY 2012**

(CCSS)

Mass Communication—Complementary

JC 1C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

Time : Three Hours

Maximum Weightage : 30

I. Give *one-word* answer :

Each question carries  $\frac{1}{4}$  weightage.

- 1 Action noise.
- 2 Morality.
- 3 Interactivity.
- 4 Dotcom.
- 5 e-mail.
- 6 Defamation.
- 7 Art 19(2).
- 8 Live telecast.
- 9 Computer.
- 10 Body type.
- 11 Sub head.
- 12 Sports Roundup.

(12 x  $\frac{1}{4}$  = 3 weightage)

II. Give *one-line* answer to the following :

- 13 International page.
- 14 Editorial.
- 15 Reality TV.
- 16 Soap opera.
- 17 Correspondent.
- 18 Decoding.
- 19 Fortnightly.
- 20 Channel.
- 21 Sender.

(9 x 1 = 9 weightage)

III. Give short essay type answers to any *five* questions :

- 22 List the functions of mass media.
- 23 Discuss the social responsibilities of a journalist.

Turn over

- 24 Describe the news reel of AIR.
- 25 What is a home page ?
- 26 What are the implications of advancement of mobile telephony ?
- 27 Explain the role of film festivals in awareness creation.
- 28 How is freedom of expression enshrined in the Constitution of India ?

(5 × 2 = 10 weightage)

IV. Give essay type questions to any *two* questions :

- 29 List the types of communication you have studied.
- 30 How does internet help music lovers to share and listen to favourite music albums ?
- 31 Describe the design features of your favourite Website.

(2 × 4 = 8 weightage)

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**FIRST SEMESTER B.A. DEGREE EXAMINATION, JANUARY 2014**

(UG—CCSS)

Mass Communication—Complementary Course

JCC IC 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

Time : Three Hours

Maximum : 30 Weightage

I. Give *one* word answer. Each question carries  $\frac{1}{4}$  weightage :

- |                  |                   |
|------------------|-------------------|
| 1 Label          | 2 Podcast         |
| 3 Online Edition | 4 Community Radio |
| 5 DTH            | 6 Al-Jaseera      |
| 7 Mute           | 8 Newscaster.     |
| 9 Google         | 10 TAM.           |
| 11 Slug line     | 12 Dry run.       |

( $12 \times \frac{1}{4} = 3$  weightage)

II. Give *one* line answer to the following :—

- |                  |                  |
|------------------|------------------|
| 13 Dynamic range | 14 Whip pan.     |
| 15 Feedback      | 16 Editorial.    |
| 17 Fortnightly   | 18 SCMR.         |
| 19 Soap Opera    | 20 News Feature. |
| 21 Sub Editor.   |                  |

( $9 \times 1 = 9$  weightage)

III. Give short essay type answers to any *five* questions :

- 22 Do journalists need a code of ethics ?
- 23 Explain Article 19 (1) of Indian Constitution.
- 24 What is Social media and how it helps public ?
- 25 Explain Mass Communication with examples.
- 26 Analyze any *one* of the regular columns appearing in national newspapers.
- 27 What is cyber law ?
- 28 Public service radio should exist in India. Do you agree with this statement ?

( $5 \times 2 = 10$  weightage)

Turn over

IV. Give essay type answers to any *two* questions :

- 29 Explain SMCR model of communication.
- 30 Do you support the Syndicating of western TV shows to Malayalam ? Elaborate your views with suitable examples.
- 31 Describe the strengths and limitations of Radio and Television.

(2 × 4 = 8 weightage)

Journalism

D 32586

(Pages 3)

Name.....

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**FIRST SEMESTER B.A. DEGREE EXAMINATION, JANUARY 2013**

(CCSS)

Mass Communication

JC 1C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

Time : Three Hours

Maximum : 30 Weightage

I. Objective type Questions. Each questions carries  $\frac{1}{4}$  Weightage :

- 1 Who are the founders of google ?
  - (a) Sergey Peter and Larry Human.
  - (b) Sergey Brin and Larry Page.
  - (c) Robert Brin and Christopher Page.
  - (d) Ronald Sergey and Jonathan Page.
- 2 The Permanant venue of International Film festival of Kerala (IFFK) ?
  - (a) Goa.
  - (b) Delhi.
  - (c) Trivandrum.
  - (d) Calicut.
- 3 The term TRP Stands for ?
  - (a) Total Regression Profile.
  - (b) Tally Rating Profile.
  - (c) Television Related Purchase.
  - (d) Television Rating Point.
- 4 The TV Channel National Geography is owned by :
  - (a) Ted Turner group.
  - (b) Star TV group.
  - (c) Zee TV group.
  - (d) BBC.
- 5 Rhetoric is a term related to \_\_\_\_\_.
  - (a) Lasswell.
  - (b) Schramm.
  - (c) Aristotle.
  - (d) Berlo.
- 6 Any obstacles or difficulties that come in the way of Communication is known as :
  - (a) Message.
  - (b) Content.
  - (c) Barrier.
  - (d) Receiver.
- 7 The book India's Communication Revolution was written by :
  - (a) Keval.J. Kumar.
  - (b) DR.J.V.Vilaniyam.
  - (c) Rogers and Singhal.
  - (d) Uma Joshi.

Turn over

8 Name of a Newspaper on the front page :

- (a) Name plate. (b) Mast Head.  
(c) Creditline. (d) Byline.

9 A page that is opposite to the editorial of a newspaper ?

- (a) Middle. (b) Editorial.  
(c) Open. (d) National.

10 Name the first Malayalam newspaper that launched an internet edition :

- (a) Malayala Manorama. (b) Mathrubhumi.  
(c) Deepika. (d) Koumudi.

11 An international non-profit organisation that publishes its submission of private, secret and classified documents on website in ———.

- (a) Facebook. (b) Twitter.  
(c) Wikileaks. (d) Wikipedia.

12 The Film and Television Institute of India situated at :

- (a) Mumbai. (b) Delhi.  
(c) Chennai. (d) Pune.

(12 × ¼ = 3 weightage)

II. Give one or two sentences answer to the following :—

- 13 Netizens.  
14 Website.  
15 Message.  
16 Article 19 (1) (A).  
17 Correspondent.  
18 Defamation.  
19 Media Conglomerates.  
20 Global Village.  
21 RTI.

(9 × 1 = 9 weightage)

III. Give short essay type answer to any *five* questions :

- 22 Define Communication and explain its elements.  
23 Explain the role and responsibilities of a journalist.

- 24 Explain the importance of film medium.
- 25 Explain the types of communication with examples.
- 26 What is criminal liability in defamation suit ?
- 27 Explain the characteristics of radio as a medium of communication.
- 28 Do Indian Regional Journalists follow the code of conduct.

(5 × 2 = 10 weightage)

IV. Give essay type answers to any *two* questions :

- 29 Explain the basic communication models.
- 30 Discuss the nature of freedom of press in India.
- 31 Evaluate Malayalam Television channels as a medium of communication.

(2 × 4 = 8 weightage)