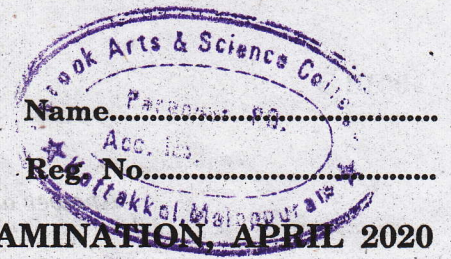


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FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2020

Mass Communication and Journalism

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

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

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

PART I

1. Raja Samacharam was founded by _____.
2. Malayala Manorama was founded in the year _____.
3. Ram Nath Goenka was the founder of _____ newspaper.
4. Vernacular Press Act was established in _____ year.
5. _____ was the first newspaper published in Kerala.
6. Serampore Missionaries started press in India at _____.

(6 × ½ = 3 marks)

PART II

7. _____ is the expansion of IPRA.
8. PRSI was formed in _____ year.
9. _____ coined the name Public Relations.
10. A logo is _____.
11. Celebrity endorsement is _____.
12. A Slogan is _____ of a company.

(6 × ½ = 3 marks)

Turn over

Section B

Answer any five from each part in not more than 30 words.

PART I

13. Dheenabhandhu.
14. Kesari Balakrishna Pillai.
15. SITE.
16. Prasari Bharathi.
17. Dadasaheb Phalke Award.
18. Press Council of India.

(5 × 2 = 10 marks)

PART II

19. ASCI.
20. Code of Ethics.
21. Jingles.
22. Corporate Image.
23. External and Internal Publics.
24. Internet Ads.

(5 × 2 = 10 marks)

Section C

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

PART I

25. Discuss the role of Adoor Gopalakrishnan in Malayalam film industry.
26. What was the condition of media in India during Emergency period ?
27. Explain the role of community radio in community upliftment.
28. How Documentaries differ from Films ?

(3 × 5 = 15 marks)

PART II

29. Explain the functions of ad agencies.
30. What is an Advertorial ?
31. What are the various steps involved in crisis communication?
32. Discuss the qualities required for a PRO of a private company.

(3 × 5 = 15 marks)

Section D

Write an essay on any one from each part in not more than 300 words.

PART I

33. Explain the role of press in Indian Freedom struggle.
34. Explain the role of Christian Missionaries in establishing press in India.

(1 × 12 = 12 marks)

PART II

35. State the difference between Public Relations and Advertisement.
36. Give an account of the PR activities of the Central and State Government in India.

(1 × 12 = 12 marks)

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(Pages : 2)

Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2019

(CUCBCSS—UG)

Mass Communication and Journalism

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

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Data mining.
2. Kerala Mitram.
3. Muhammed Abdul Rahiman.
4. Bhashaposhini.
5. Raghu Rai.
6. Propaganda.
7. Publicity.
8. Direct marketing.
9. PIB.
10. Pop-down ads.

(5 × 3 = 15 marks)

Part B

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

11. Assess the contributions of Steven Spielberg.
12. Examine the impact of SITE.
13. Analyse the contributions of K. P. Kesava Menon as the founder editor of *Mathrubhumi*.
14. 'There is definite trend from general to specialized magazines.' Analyse this statement in the context of Indian magazine industry.
15. Write a critique of the new generation films in Malayalam.
16. Write a note on the documentaries of Anand Patwardhan.

Turn over

17. Explain the role of investor relations in corporate communication.
18. What is crisis situation? How should such a situation be handled by the corporate communication practitioners?
19. Explain the important internal tools in Public Relations.
20. Describe the qualities and functions of a PR practitioner.
21. Define Publics. Detail the internal and external publics of an organisation.
22. Describe the guidelines for preparing effective copywriting for advertisements.

(7 × 5 = 35 marks)

Part C

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

23. Examine the journalist endeavours of Swadeshbhimani Ramakrishna Pilla. Explain with appropriate examples the manner in which the authorities tackle dissenting voices in the media.

Or

Assess the contributions of Raja Ram Mohan Roy.

24. Trace the evolution of Public Relations.

Or

Describe the functions and dysfunctions of advertising.

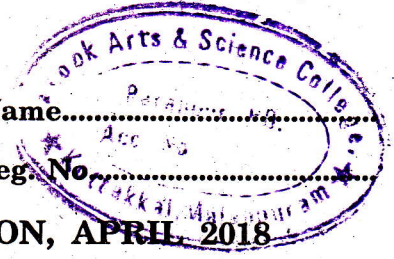
(2 × 15 = 30 marks)

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(Pages : 2)

Name.....

Reg. No.....



FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2018

(CUCBCSS—UG)

Complementary Course

JOU 3C 01—HISTORY OF MASS MEDIA

AND

JOU 4C 01—CORPORATE COMMUNICATION AND ADVERTISING

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any five questions not exceeding 50 words.

Each question carries 3 marks.

1. PCI.
2. Harijan.
3. Hermann Gundert.
4. Prabhatham.
5. Kerala Kaumudi.
6. Press agency.
7. IPRD.
8. Code of Athens.
9. CSR.
10. Pop-up ads.

(5 × 3 = 15 marks)

Part B

Answer any seven questions not exceeding 100 words.

Each question carries 5 marks.

11. Describe the parallel film movement in Malayalam.
12. Examine the role and reach of radio as a mass medium in our country.
13. Describe the contributions of K P Kesava Menon in establishing *Mathrubhumi*.
14. Write a note on *Rajyasamacharam*.
15. How is digital media redefining the conventional media ?

Turn over

16. Assess the journalistic endeavours of James Silk Buckingham.
17. What is the role and function of DAVP ?
18. Do we need regulations in advertising ? Analyse the role of ASCI.
19. Describe the role of Public Service Advertisements with appropriate recent examples.
20. Define corporate personality. How does such a personality promote a company ?
21. Define advertising campaign. How do we assess the effectiveness of such campaigns ?
22. What are the preparations needed for bringing out a house journal for a company ?

(7 × 5 = 35 marks)

Part C

Answer the following questions not exceeding 400 words.

Each question carries 15 marks.

23. Discuss the role played by Mahatma Gandhi as a journalist. Explain the relevance of Gandhian journalism in the present context.

Or

Trace the evolution of Malayala Manorama, What are their secrets of success in maintaining a giant lead in Malayalam media industry ?

24. Describe the structure and function of an advertising agency.

Or

Describe the important elements of a print advertisement and detail the purpose that they have to serve.

(2 × 15 = 30 marks)

23415

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION APRIL 2017

(CUCBCSS—UG)

Complementary Course

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

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all the following from Part I and Part II.

PART I

1. Gandhiji's stint as a journalist started by assuming the editorship of _____.
2. Who is the father of Indian vernacular journalism ?
3. The novel 'Pullelikunju' was serialised in _____.
4. 'Bhopal tragedy' was best captured by the photojournalist _____.
5. SITE was launched in _____.
6. Name the first satellite TV channel in India.

(6 × ½ = 3 marks)

PART II

7. _____ helps in assessing the effectiveness of a PR campaign
8. CSR stands for _____.
9. A pre planned promotion of a product or service through a series of advertisements is called _____.
10. PSAs are used to _____.
11. USP is _____.
12. National PR day is celebrated on _____.

(6 × ½ = 3 marks)

Turn over

Section B

Answer any five from each part in not more than 30 words.

PART I

13. Hermann Gundert.
14. KUWJ.
15. T.N. Gopakumar.
16. Balan (movie).
17. Yuvavani.
18. John Grierson.

(5 × 2 = 10 marks)

PART II

19. PRSI.
20. Caption.
21. BARC India.
23. House Journal.
24. Press release.

(5 × 2 = 10 marks)

Section C

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

PART I

25. Write a profile of 'Kesari Balakrishna Pillai'.
26. What are the contributions of Kerala Kaumudi in social renaissance movement ?
27. Critically analyse the merits and demerits of Social Media.
28. The role of an editor is gradually diminishing in Indian newspapers'.—Comment.

(3 × 5 = 15 marks)

PART II

29. 'Women are being stereotyped in advertisements'.—Comment.
30. What do you mean by 'branding' in corporate communication ?
31. What are the roles and responsibilities of a PRO ?
32. What are the steps involved in creating an internet advertisement ?

(3 × 5 = 15 marks)

Section D

Write an essay on any one from each part in not more than 300 words.

PART I

33. Trace the history and evolution of Indian journalism during the pre-independence period.
34. Distinguish between documentaries and feature films by explaining the characteristics of each genre. Briefly trace the history and growth of Malayalam Cinema.

(1 × 12 = 12 marks)

PART II

35. Prepare a detailed plan for a PR campaign for Government of Kerala to promote paddy cultivation in the State.
36. What are the tools of a corporate communicator to address target audience ? Explain.

(1 × 12 = 12 marks)

C 4084

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2016

(CUCBCSS—UG)

Complementary Course

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

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all the following from Part I and Part II.

PART I

1. Press Council of India was formed as per the recommendation of the _____.
2. _____ was published by Raja Ram Mohan Roy.
3. Name the most popular publication of Mahatma Gandhi.
4. _____ is the second largest circulated newspaper in Malayalam
5. Bengal Gazette was published in the year _____.
6. Name the first 24 × 7 Malayalam news channel.

(6 × ½ = 3 marks)

PART II

7. Directorate of Advertising and Visual Publicity (DAVP) is headquartered in _____.
8. A memorable short tune with a lyric broadcast in radio and television commercials is called a _____.
9. _____ is a micro-blogging social media network.
10. Expand CSR.
11. One to one communication between sellers and prospective buyers is _____.
12. House journal is an _____ tool for the PR practitioner.

(6 × ½ = 3 marks)

Section B

Answer any five from each Part in not more than 30 words.

PART I

13. Friend of India.
14. J C Daniel.
15. INS.

Turn over

16. Kim Ki-duck.
17. Digital media.
18. Devji Bhimji.

(5 × 2 = 10 marks)

PART II

19. Logo.
20. Caption.
21. Out of home ads.
22. Advertorial.
23. Zoozoo.
24. Trade name.

(5 × 2 = 10 marks)

Section C*Answer any three from each Part in not more than 100 words.***PART I**

25. Examine the contributions of Raja Ram Mohan Roy.
26. What is the role of the Press Council of India to take the erring journalists to task ?
27. Trace the history of Doordarshan. Assess its present status.
28. What do you think of the new generation movies in Malayalam ?

(3 × 5 = 15 marks)

PART II

29. Analyse the basic principles of copywriting.
30. Discuss the scope and challenges of cyber media as an effective tool for public relations and corporate communication practitioners.
31. Examine the various external tools of PR.
32. Assess the role of ASCI in self-regulating advertising in India.

(3 × 5 = 15 marks)

Section D

Write an essay on any one from each Part in not more than 300 words.

PART I

33. Assess the journalistic endeavours of Swadeshbhimani Ramakrishna Pilla.
34. What is new media? Explain its scope and challenges as means of information and entertainment.
(1 × 12 = 12 marks)

PART II

35. Define corporate communication. Explain in detail the concept corporate identity'?
36. Critically examine the functions of advertising.
(1 × 12 = 12 marks)

C 41925

(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL/MAY 2013

(CCSS)

Mass Communication Complementary
JCC 102—HISTORY OF MASS MEDIA

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer all questions giving one word or line answer.

1. Raja Rammohan Roy.
2. Kandathil vs. Mappilla.
3. K.P. Kesava Menon.
4. C.V. Kungiraman.
5. Raghavan.
6. Sankar.
7. H. Gundert.
8. Pothan Joseph.
9. Kerala Kanmidhi.
10. Dhanabandu.
11. Al-Ameer.
12. Mangalam.

(12 × ¼ = 3 weightage)

Part B

Give Short answers in a line or two to all questions.

13. Rajyasamacharam.
14. Gnana Nikshyam.
15. Malayala Manorama.
16. Paschimodyam.
17. Deepika.
18. Satyanada Kahalam.
19. James Augustus Hicky.
20. Serampore Missionaries.
21. Swadeshabimani.

(9 × 1 = 9 weightage)

Part C

Give paragraph answers to any five of the following.

22. How did Malayalam TV evolve in the early days ?
23. Explain how literacy political awareness and newspaper reading are inter-related.
24. What was the role of radio clubs in those days ?
25. Are Malayalam movies any different from Bollywood cinema ? Justify.
26. How did Malayalam press contribute to freedom struggle ?

Turn over

27. Describe Gandhiji as a journalist.
28. Is the Press Council of India sufficiently empowered to initiate action against erring newspapers?
(5 × 2 = 10 weightage)

Part D

Give Essays type answers to any two of the following.

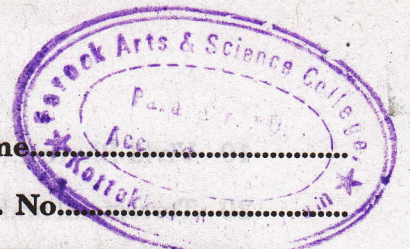
29. Describe the SITE project conducted in India.
30. Explain the functioning of Prachar Bharathi.
31. Elaborate on the size of film making of Adoor Gopalakrishnan.
(2 × 4 = 8 weightage)

C 62829

(Pages : 2)

Name.....

Reg. No.....



SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2014

(U.G.—CCSS)

Complementary Course—Mass Communication and Journalism

JCC 102—HISTORY OF MASS MEDIA

Time : Three Hours

Maximum : 30 Weightage

Part A

I. Answer any *twelve* questions, not exceeding 50 words on each. Each question carries 1 weightage.

- 1 Raghu Ray.
- 2 Kesari A. Balakrishna Pillai.
- 3 Paschimodayam.
- 4 Kandathil Varghese Mappilai.
- 5 Herman Gundert.
- 6 Raja Harischandra.
- 7 J.C. Daniel.
- 8 Travancore Radio Station.
- 9 Kim-Ki-Duk.
- 10 Satyajit Ray.
- 11 Kerala Kaumudi.
- 12 Kerala Patrika.
- 13 Lionel Fielden.
- 14 James Augustus Hickey.
- 15 Ombudsman.
- 16 New generation cinema in Malayalam.

(12 × 1 = 12 weightage)

Part B

II. Answer any *five* questions, not exceeding 150 words on each. Each question carries 2 weightage.

- 17 AM and FM Broadcasting.
- 18 SITE and Kheda Communications Project.

Turn over

- 19 Vivid Bharati.
- 20 Terrestrial and satellite broadcasting.
- 21 HDTV and Cable TV.
- 22 City/Metro supplements of newspapers.
- 23 Raja Rammohan Roy as a journalist.
- 24 Mahatma Gandhi as a journalist.

(5 × 2 = 10 weightage)

Part C

III. Answer any *two* questions, not exceeding 450 words on each. Each question carries 4 weightage.

- 25 Discuss the current trends in Malayalam journalism.
- 26 Elucidate the evolution of cinema in India.
- 27 Analyse critically the performance of private FM radio stations in Kerala.
- 28 Elucidate the growth of television in India.

(2 × 4 = 8 weightage)