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C 62705	(Pages : 2)	Name
		Reg. No
SECOND SEMESTE	CR B.A. DEGREE EXAMIN	NATION, MAY 2019
	(CUCBCSS—UG)	
Mas	s Communication and Journal	lism
	C 01—INTRODUCTION TO O	
	(2017 Admissions)	
Time : Three Hours		Maximum: 80 Marks
	Section A	
(Part .	Answer all the following. I and II must be attended separa	utely).
	PART I	
1. Providing information is a	of mass communication	1
2CMYK is the abbreviation o	f	
3. — is an audio-visu	al medium	
4. The computer connected to ε	a server in a network is	
5. The reasonable restrictions t	to Article 19(1)(a) are listed in Art	ticle
6. Selectivity theory says abou	t the variances in exposure, perce	eption and
		$(6 \times 1/2 = 3 \text{ marks})$
	PART II	
7. The head of a news bureau	is	
8. Undercover journalism is a l	kind of journalism.	
9. Facebook is an example of		
10. The assessment report of a fi	ilm or book is	
11. Press Trust of India is		
12 Mast head is		
		$(6 \times 1/2 = 3 \text{ marks})$
	Section B	
Answer	any five of the following from ea	ch part.

Each question carries 2 marks.

PART I

13. Context.

14. Circulation.

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15. News portal. 16. RJ.

17. Online magazine. 18. LAN.

 $(5 \times 2 = 10 \text{ marks})$

PART II

19. Accuracy.20. Spread news.21. Cyber crime.22. InDesign.

23. Stringers. 24. Editorial.

 $(5 \times 2 = 10 \text{ marks})$

Section C

Answer any **three** of the following from each part in not more than 100 words. Each question carries 5 marks.

PART I

- 25. Explain the process of group communication.
- 26. Describe the challenges faced by print media.
- 27. What is a sting operation?
- 28. Explain Lasswell's model of communication.

 $(3 \times 5 = 15 \text{ marks})$

PART II

- 29. Explain the characteristics of a feature story.
- 30. Briefly explain the principles of balance and objectivity in news reporting.
- 31. Describe the role of news agencies.
- 32. Comment on the impact of new media on newspaper reporting.

 $(3 \times 5 = 15 \text{ marks})$

Section D

Answer any **one** of the following from each part.

The question carries 12 marks.

PART I

- 33. Explain with appropriate examples the various types of communication.
- 34. Examine the significance of freedom of the press in a democratic country like India.

 $(1 \times 12 = 12 \text{ marks})$

PART II

- 35. Define news. What are the importent news determinants?
- 36. Describe the important qualities of an effective. reporter.

 $(1 \times 12 = 12 \text{ marks})$