

C 81064

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Name.....

Reg. No.....

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. Rajya 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. Prasar 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)