

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

(CCSS)

**Mass Communication****JC 1C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM**

tree Hours

Maximum : 30 Weig

bjective 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.Vilanilam.
- (c) Rogers and Singhal.
- (d) Uma Joshi.

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.

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

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

L1 An international non-profit organisation that publishes its submission of private, secret classified documents on website in \_\_\_\_\_

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

.2 The Film and Television Institute of India situated at :

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

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

'rive one *or* two sentences answer to the following

3 Netizens.

4 Website.

5 Message.

6 Article 19 (1) (A).

7 Correspondent.

8 Defamation.

9 Media Conglomerates.

0 Global Village.

1 RTI.

(9x 1 = 9 weig

ive short essay type answer to any *five* questions :

2 Define Communication and explain its elements.

3 Explain the role and responsibilities of a journalist.

- 4 Explain the importance of film medium.
- 5 Explain the types of communication with examples.
- 6 What is criminal liability in defamation suit ?
- 7 Explain the characteristics of radio as a medium of communication.
- 8 Do Indian Regional Journalists follow the code of conduct.

(5 x 2 = 10 weight)

Give essay type answers to any *two* questions

- 9 Explain the basic communication models.
- 10 Discuss the nature of freedom of press in India.
- 1 Evaluate Malayalam Television channels as a medium of communication.

(2 x 4 = 8 weight)