

D 42080

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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)