

**(201JM21)**

M.A. DEGREE EXAMINATION, FEBRUARY 2024.

Second Semester

Journalism and Mass Communication

**PUBLIC RELATIONS**

Time : Three hours

Maximum : 70 marks

Answer FIVE questions.

1. (a) Discuss the scope and nature of Public Relations.

Or

- (b) Explain the role of PR in public affairs.

2. (a) Discuss about effective communication.

Or

- (b) Explain about the concept of open house.

3. (a) Discuss about various stages of Public Relations.

Or

- (b) Explain about press Relations in PR.

4. (a) Write about employees relations.

Or

- (b) Discuss the role of PR in state government.

5. (a) Write the ethical aspects of PR.

Or

- (b) Discuss about recent trends in PR.
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**(202 JM 21)**

M.A. DEGREE EXAMINATION, FEBRUARY 2024.

Second Semester

EDITING AND COMPUTER APPLICATION

Time : Three hours

Maximum : 70 marks

1. (a) Write the principles of Editing.  
Or  
(b) Discuss the process of checking the facts.
  2. (a) Explain the duties of a news editor.  
Or  
(b) Discuss the role of leader writers.
  3. (a) List out the types of headlines.  
Or  
(b) Discuss about various leads.
  4. (a) Discuss about the principles of design.  
Or  
(b) Write about news paper layout.
  5. (a) Discuss about the usage of photographs.  
Or  
(b) Make a note on evolution of printing technology.
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**(203JM21)**

M.A. DEGREE EXAMINATION, FEBRUARY 2024.

Second Semester

Journalism and Mass Communication

RADIO BROADCASTING

Time : Three hours

Maximum : 70 marks

Answer ALL the questions.

1. (a) What are the characteristics of Radio.

Or

(b) Explain AIR code in detail.

2. (a) List out the stages in Radio programme Production.

Or

(b) Discuss about audience profile.

3. (a) Explain the role of News service Division.

Or

(b) Make a note on Prasara Bharathi.

4. (a) Discuss the role of a station Directory.

Or

(b) Explain the qualities of a good announcer.

5. (a) Discuss the role of Radio in development.

Or

(b) Explain the functioning of campus Radio.

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**(204JM21)**

M.A. DEGREE EXAMINATION, FEBRUARY 2024.

Second Semester

Journalism and Mass Communication

FILM COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer FIVE questions.

1. (a) Discuss about various types of films.

Or

(b) Write about new wave cinema.

2. (a) Explain about the role of NFDC.

Or

(b) Write about Khosla committee report.

3. (a) Discuss about the stages in film making.

Or

(b) Write about emerging trends in films.

4. (a) Discuss the principles of film script writing.

Or

(b) Explain the role of creativity in film making.

5. (a) Review the role of Film societies.

Or

(b) Discuss the importance of FTII.

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