

(DJ01)

Total No. of Questions : 10]

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M.A DEGREE EXAMINATION, DEC. - 2016

(First Year)

JOURNALISM AND MASS COMMUNICATION

Introduction to Communication & History of Journalism

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All questions carry equal marks

- Q1)** Discuss various kinds of communication.
- Q2)** Explain the relevance of traditional media.
- Q3)** Discuss the importance of source credibility.
- Q4)** Explain in detail two step flow of communication.
- Q5)** Discuss the characteristics of print media.
- Q6)** Explain the development of new media.
- Q7)** Discuss about early journalism in India.
- Q8)** Explain the contribution of Raja Ram Mohan Roy
- Q9)** Discuss the major trends in telugu journalism.
- Q10)** Explain the contribution of regional news papers.



(DJ02)

Total No. of Questions : 10]

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M.A. DEGREE EXAMINATION, DECEMBER - 2016

(First Year)

JOURNALISM AND MASS COMMUNICATION

Reporting and Editing

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All questions carry equal marks

- Q1)** Define news and discuss its values.
- Q2)** Explain various kinds of leads.
- Q3)** Discuss principles of editorial writing.
- Q4)** Explain interview techniques.
- Q5)** Discuss the status of news agencies in India.
- Q6)** Narrate newspaper hierarchy.
- Q7)** What are the fundamentals of editing?
- Q8)** Discuss kinds of headlines.
- Q9)** What do you know about off set printing.
- Q10)** Explain about the use of technology in newspapers.



(DJ03)

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M.A. DEGREE EXAMINATION, DECEMBER - 2016

(First Year)

JOURNALISM AND MASS COMMUNICATION

Public Relations and Advertising

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All questions carry equal marks

- Q1)** Discuss the stages of Public Relations.
- Q2)** Distinguish between publicity and propaganda.
- Q3)** Identify the tools of Public Relations.
- Q4)** Discuss the modalities of Press Conference.
- Q5)** Explain Media Relations as PR activity.
- Q6)** Discuss about Public Relations in Government sector.
- Q7)** Explain the ethical aspects of Advertising.
- Q8)** Make a note on classification of advertising.
- Q9)** What are the elements of Advertising.
- Q10)** Identify the stages in campaign planning.



(DJ04)

Total No. of Questions : 10]

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M.A DEGREE EXAMINATION, DEC. - 2016

(First Year)

JOURNALISM AND MASS COMMUNICATION

Radio and Television Production

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All questions carry equal marks

- Q1)** Discuss the characteristics of Radio.
- Q2)** Explain the growth of Television in India.
- Q3)** Identify various types of Radio programmes.
- Q4)** How does radio discussions are organized.
- Q5)** Write the techniques of Television production.
- Q6)** What are the elements of video production.
- Q7)** Explain organizational structure of Radio.
- Q8)** Discuss about field publicity and films divisions.
- Q9)** Explain about changes in electronic media.
- Q10)** Discuss in detail about media globalization.



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M.A DEGREE EXAMINATION, DEC. - 2016

(First Year)

JOURNALISM AND MASS COMMUNICATION

Media Law and Ethics

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All questions carry equal marks

- Q1)** Narrate the limitations of freedom of the press.
- Q2)** Explain directive principles of constitution.
- Q3)** Discuss about law of defamation with examples.
- Q4)** Explain about copy right act.
- Q5)** Examine Prasar bharathi act.
- Q6)** Discuss cinematography act.
- Q7)** Analyse the functions of press council of India.
- Q8)** Discuss Indian broadcasting code.
- Q9)** Make a note on media accountability.
- Q10)** Explain yellow journalism cite examples.

