

(PGDJ01)

Total No. of Questions : 10]

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P.G. DIPLOMA DEGREE EXAMINATION, DEC – 2016

JOURNALISM AND MASS COMMUNICATION

Intro. To Communication and History of Journalism

Time : 3 Hours

Maximum Marks : 70

Answer any FIVE questions

All questions carry equal marks.

- Q1)** Identify various kinds of communication.
- Q2)** Discuss about new media technology.
- Q3)** Explain press theories with examples.
- Q4)** Discuss the concepts of mass communication.
- Q5)** Explain Osgood and schramm model of communication.
- Q6)** Discuss the purpose of models.
- Q7)** Explain the contribution of Mahatma Gandhi to Indian Journalism.
- Q8)** Make a note on early Journalism in India.
- Q9)** “Eenadu has changed the face of Journalism” comment.
- Q10)** Discuss the major trends in Telugu Journalism.

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(PGDJ02)

Total No. of Questions : 10]

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PG DIPLOMA DEGREE EXAMINATION, DEC – 2016

Journalism and Mass Communication

REPORTING AND EDITING

Time : 3 Hours

Maximum Marks : 70

Answer any FIVE questions

All questions carry equal marks.

- Q1)* What are the sources of news?
- Q2)* Discuss about the structure of a news story.
- Q3)* Explain Interviewing techniques.
- Q4)* Discuss about the importance of photographs in news papers.
- Q5)* Explain the duties of an Editor.
- Q6)* Discuss the status of news agencies in India .
- Q7)* Explain the techniques of editing a feature.
- Q8)* Discuss about kinds of headlines.
- Q9)* Give a detailed note on Desk Top publishing.
- Q10)* Analyses the use of technology in news papers.

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PG DIPLOMA DEGREE EXAMINATION, DEC – 2016

JOURNALISM AND MASS COMMUNICATION

Public Relations and Advertising

Time : 3 Hours

Maximum Marks : 70

Answer any FIVE questions

All questions carry equal marks.

- Q1)** Define public relations and explain its nature.
- Q2)** Discuss the four stages of public relations.
- Q3)** Identify various tools of public relations.
- Q4)** Prepare a model press release.
- Q5)** Explain the media relations in public relations.
- Q6)** Discuss the role of public relations in government. .
- Q7)** Explain the ethical aspects of advertising.
- Q8)** Discuss about classification of advertising.
- Q9)** Explain advertising planning.
- Q10)** Discuss about various kinds of ad. copy.

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PG DIPLOMA DEGREE EXAMINATION, DEC. – 2016

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 television.
- Q2)** Make a note on media globalization in India.
- Q3)** Explain different types of radio programmes.
- Q4)** Discuss the stages of radio programme production.
- Q5)** How does television interview is made?
- Q6)** Identify elements of video production.
- Q7)** Explain about organizational structure of television.
- Q8)** Discuss the role of PIB and field publicity.
- Q9)** Give a detailed note on law of defamation.
- Q10)** Discuss about Prasar Bharathi.

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PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

JOURNALISM AND MASS COMMUNICATION

Media Law and Ethics

Time : 3 Hours

Maximum Marks: 70

Answer Any Five questions

All questions carry equal marks

- Q1) Explain directive principles of constitution.
- Q2) Discuss about Parliamentary privileges.
- Q3) Critically analyse law of defamation.
- Q4) Make a note on Right to Information Act.
- Q5) Discuss about Prasar Bharathi Act.
- Q6) Explain about satellite regulations in India.
- Q7) Enlist the recommendations of first press commission.
- Q8) What do you know about cyber laws?
- Q9) Analyse sensationalism and its impact on society.
- Q10) Make a note on accountability and independence of Media.

