

Total No. of Questions : 10]

PGDJ01

P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019
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)** Write a note on new media technology.
ఆధునిక మీడియా టెక్నాలజీ గురించి ఒక వ్యాసం రాయండి.
- Q2)** Discuss about various types of communication.
వివిధ రకాలైన కమ్యూనికేషన్ల గురించి తెలపండి.
- Q3)** List out various press theories.
వివిధ రకాలైన పత్రికా సిద్ధాంతాల గురించి వివరించండి.
- Q4)** Explain the role of Mass Media in social change.
సమాజ వికాసానికి బహుళ మాధ్యమాల తోడ్పాటును రాయండి.
- Q5)** Explain Shannan and Weavers Model.
షాన్నన్, వీవర్స్ నమూనా గురించి వివరించండి.
- Q6)** Write the purpose of Communication Models.
కమ్యూనికేషన్ నమూనాల ముఖ్యోద్దేశాన్ని తెలపండి.
- Q7)** Discuss the role of Raja Ram Mohan Roy to language press.
ప్రాంతీయ పత్రికా రచనలో రాజా రామ్మోహన్ రాయ్ భూమికను తెలపండి.
- Q8)** Make a note on the growth of National Press.
భారతీయ పత్రికారంగ ప్రగతిని గురించి రాయండి.

Q9) Write a profile on Krishna patrika.

కృష్ణా పత్రిక గురించి ఒక సమగ్ర వ్యాసం రాయండి.

Q10) Discuss the status of Telugu press.

తెలుగు పత్రికారంగ పోకడల్ని తెలపండి.



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PGDJ02

P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019
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 with examples.

ÐéÆæÿç @p\$ EŞéçßýÆæÿ×ýË™ø °ÆæÿÓ...^èp...yìp.

Q2) List out various sources of News.

ÐéÆ>ç«ŞéÆ>Ë @p\$ ÑÐ@pç...^èp...yìp.

Q3) What are the functions of News Agencies?

ÐéÆ>ç çÜ...çÜ|Ë Ñ«Şæp\$Ë @p\$™øpíÄ¶ý\$^ópÄ¶ý\$...yìp?

Q4) What are the principles of editorial writing.

çÜ...`èŞæpMîüÄ¶ý\$Ææÿ^èp @pMæü\$
AD@pçÜÆæÿOÐðp\$ @p çÜ*{™éË @p\$Æ>Ä¶ý\$...yìp.

Q5) Explain the structure of a News Paper.

ÐéÆ>ç ç³{†MæüìZ GÐ@pÆðÿÐ@pÆæÿ\$, HÄôý\$ Ñ«Şæp\$Ë\$
°ÆæÿÓíßýYèçÆøÆ>Ä¶ý\$...yìp.

Q6) Write a note on PTI.

í³.sìý.l. Mîü çÜ...°...«"..._ çÜÐ@p\$“Væü ÐéÄçÜ...
Æ>Ä¶ý\$...yìp.

Q7) What are the fundamentals of editing?

Gyìpsìý...Væü\$ìZ° {`è£æpÑ\$Mæü çÜ*{™éË @p\$
ÑÐ@pç...^èp...yìp.

Q8) List out various kinds of headlines.

ÑÑ«\$æp ÆæyM>Oìñý¯@p ÐéÆ>ç ÖÇÛMæüË Væü\$Ç..._ Æ>Ä¶ÿ\$...yìp.

Q9) What is the process of colour printing?

Ææy...Væü\$Ë Ð@p¬{\$æp×ê Ñ«\$é¯@p... Væü\$Ç..._ ™ðpËç³...yìp.

Q10) Write note on Desktop Publishing (DTP).

yðp<ÛPsê<³ ç³¼ííÛ...VŠü Væü\$Ç..._ Æ>Ä¶ÿ\$...yìp.



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PGDJ03

P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019
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 four stages of Public Relations.

{ç³gê çÜ...°...«§éÌZÍ° ¯éË\$Væü\$ §æpÔ¶ýÍ² ÑÐ@pÇ...^èp...yìp.

Q2) Explain the role of Public Relations Publicity.

{ç³^éÆæÿ ç³ÆæÿÓ...ÌZ {ç³gêçÜ...°...«§éË ´è{™èp¯@p\$
™ðpËç³...yìp.

Q3) What are the tools of Public Relations?

{ç³gê çÜ...°...«§éË Ýè«§æp¯éË¯@p\$ ÑÐ@pÇ...^èp...yìp?

Q4) Discuss the role of Public Relations in private sector.

[Oò³Ðópr\$ Ææÿ...Væü...ÌZ {ç³gê çÜ...°...«§éË ´è{™èp¯@p\$
™ðpËç³...yìp.

Q5) What are the ethical aspects of Advertising?

{ç³Mæür¯@pìZÍ° O¯ðp†M>...Ô>Ë¯@p\$ ÑÐ@pÇ...^èp...yìp?

Q6) Write the functions of an Ad. agency.

{ç³Mæür¯@pË çÜ...çÜ! Ñ«§æp\$Í²™ðpËç³...yìp.

Q7) "Public Relations Officer should maintain good media Relation" Do you agree?

“{ç³gê çÜ...°...«§éË A«™M>Ç ç³†MæüË™ø
çÜ™èp¸...°...«§éË\$ MæüÍW E...yéÍ” G...§æp\$Ð@pËÍ?

Q8) Classify various advertising.

ÑÑ«§æp {ç³Mæür¯@pË¯@p\$ Ð@pËËY MæüÇ...^èp...yìp.

Q9) What are the stages in Campaign Planning?

{ç³^éÆæÿ ç³£æpMæü...ÌZ°
ÑÐ@pÇ...^èp...yìp?

ÑÑ«\$æp

\$æpÔ¶í²

Q10) List out various kinds of Ad. copies.

ÑÑ«\$æp ÆæÿM>Oìñý_@p
_@pÐ@pÊ_éË_@p\$™ðpËç³...yìp.

{ç³Mæür_@pË



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PGDJ04

P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019
JOURNALISM AND MASS COMMUNICATION
Radio and Television Production

Time : 3 Hours

Maximum Marks : 70

Answer any FIVE questions
All questions carry equal marks

Q1) What are the characteristics of Television?

sñýÍÑf̄Æp̄ Ē,æü×êĒ̄ @p\$ ÑĐ@pÇ...^èp...yìp?

Q2) Narrate the landmarks of All India Radio.

BM>ÔŕŕýĐé×íý {ç³Væüt̄IZ {ç³«šé̄ @p çœ\$setĒ̄ @p\$
™ ðpĒç³...yìp.

Q3) How does Radio documentary is made?

ÆóýyìpÄñý* yéMæü\$ÁĐðp\$...rĒ° Glè Ææy*´÷...`ÝèçÆø
Æ>Äŕŕý\$...yìp?

Q4) What are the special audience programmes?

{ç³™ ópÁMæü “ÔZ™ èpĒ MøçÜ... BM>ÔŕŕýĐé×íý
Ææy*´÷...`...^óp M>ÆæyÄ“MæüĐ@p*Ē̄ @p\$
ÑĐ@pÇ...^èp...yìp?

Q5) Identify the elements of video production.

šæp–ÔŕŕýÁĐ@p*«šæpÁĐ@p\$ M>ÆæyÄ“MæüĐ@p*°Mìü
{ç³«šé̄ @p A...Ô>lôýÑ\$sZ™ ðpĒç³...yìp.

Q6) How does panel discussion is made in Television?

sñýÍÑf̄ øĪ ^èpÆ>a M>ÆæyÄ“MæüĐ@p*°² Glè
°ÆæyÓíßýÝèçÆø Æ>Äŕŕý\$...yìp?

Q7) Sketch Television organisation structure.

sñýÍÑf̄Æp̄ çÜ...Ýè!Væü™ èp °Æ>Ä×ê°² ÑĐ@pÇ...^èp...yìp.

Q8) What are the functions of PIB?

{ò³<Ü C⁻@p¹ÆóÿÃçÜ⁻œp °*ÅÆø Ñ«\$æp\$Ë⁻@p\$
™ðpËç³...yìp?

Q9) Write a note on Right to information.

çÜÐ@p*^éÆæÿ çÿýMæü\$P ^èprt... Væü\$Ç..._ JMæü
ÐéÅçÜ... Æ>Ä¶ÿ\$...yìp.

Q10) What do you know about contempt of Court Act 1971?

MøÆæÿ\$t«M>PÆæÿ ^èprt... 1971 Væü\$Ç..._ Ñ*MóüÑ\$
™ðpË\$çÜ\$⁻ø™ðpËç³...yìp?



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PGDJ05

**P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019
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 fundamental rights.

{ 'è£æpÑ\$Mæü çßýMæü\$PÈ Væü\$Ç..._ ÑÐ@pÇ...^èp...yìp.

Q2) What do you know about freedom of speech and expression?

¿êÐ@p {ç³Mæür-é õÜÓ^èpe Væü\$Ç..._ Ñ*MóüÑ\$
™ðpÈ\$çÜ\$-ø Æ>Ä¶¶ý\$...yìp?

Q3) Discuss about Law of defamation.

ç³Ææý\$Ð@p# -@pçÙt... §éDé Væü\$Ç..._ ÑÐ@pÇ...^èp...yìp.

Q4) Explain about Copyright Act.

M>í³OÆðÿsÇÉý ^èprt... Væü\$Ç..._ ™ðpÍÄ¶¶ý\$^ópÄ¶¶ý\$...yìp.

Q5) Discuss about main points in Prasar Bharathi Bill.

{ç³ÝèÆæý ¿êÆæý† ¼È\$ììZ° Ð@p-RèÁ...Ô>È-@p\$
™ðpÈç³...yìp.

Q6) Write about Cinematography Act.

íÜ°Ð@p*sZ“Væüiæ ^èprt... Væü\$Ç..._ ÑÐ@pÇ...^èp...yìp.

Q7) Discuss about the functions of Press Council of India.

¿êÆæý™èp {ð³<Ü Mú°pìÇÉý Ñ«\$æp\$È-@p\$
ÑÐ@pÇ...^èp...yìp.

Q8) Explain about AIR code.

BM>Ô¶¶ýDé×íý °°...«\$æp-éÐ@pã Væü\$Ç..._ ™ðpÈç³...yìp.

Q9) Make a note on Yellow Journalism.

GIZI fÆæy²lf... Væü\$Ç..._ JMæü DéÅçÜ... Æ>Ä¶ý\$...yìp.

Q10) Write about ethical issues relating to Indian Media.

¿êÆæy™èp {ç³ÝëÆæy Ð@p*«\$æpÅÐ@p*Ë O⁻ðp†Mæü™èp
Væü\$Ç..._™ðpËç³...yìp.

