

Total Number of Questions : 30

Time : 2 Hours

Max. Marks : 100

1. List the various obstacles and hurdles which arise in between an effective communication. (2 Marks)
 2. What do you understand by the term 'Citizen Journalism' ? (2 Marks)
 3. The need to communicate is basic for all living beings. Explain. (3 Marks)
 4. Discuss the major differences between Public Service Broadcasting and Private Owned Media. (3 Marks)
 5. 'Social Media helps in shaping Public Opinion.' Do you agree ? (5 Marks)
 6. What is freedom of information ? Is it related to the freedom of Press ? (5 Marks)
 7. What are the functions of a style guide of a news organisation ? (2 Marks)
 8. What is an anecdotal lead ? (2 Marks)
 9. Describe the job of a Reader's Editor in a news organisation. (3 Marks)
 10. Explain the norms prescribed by the High Court of Kerala for accreditation of legal correspondents reporting the court proceedings. (3 Marks)
 11. Describe the salient features of Press Council Act, 1978. (5 Marks)
 12. Describe the changing styles of news writing, considering the developments in the convergent media ecology and the threats posed by the social media. (5 Marks)
 13. Explain an Advertorial. (2 Marks)
 14. Examine the concept of Persuasion in Public Relations. (2 Marks)
 15. Differentiate Propaganda and Publicity. (3 Marks)
 16. Briefly discuss the concept of Marketing Mix. (3 Marks)
 17. Elucidate the different PR tools. (5 Marks)
 18. Examine the various parts of an advertisement. (5 Marks)
 19. Define Magazine. (2 Marks)
 20. Write about News Week Magazines. (3 Marks)
 21. Write about Magazines in Malayalam. (5 Marks)
 22. Functions of Business Journalism. (2 Marks)
 23. Write about Liberalization, Privatization and Globalisation. (3 Marks)
 24. Write about Green Revolution. (5 Marks)
 25. Why do we call Radio as a blind medium and what is the advantage of this characteristics ? (2 Marks)
 26. What is Depth of Field ? Explain how will you manage to get an acceptable sharp image. (2 Marks)
 27. Does Malayalam Cinema move ahead of other Indian Language Cinema ? Comment your views. (3 Marks)
 28. What is OSS or OTP ? And explain its uses for a TV Programme. (3 Marks)
 29. Write a note on the method of content analysis for a TV Programme. (5 Marks)
 30. Explain Digital Convergence with the context of Global Village. (5 Marks)
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