

C 4084

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2016

(CUCBCSS—UG)

Complementary Course

JOU 3C 01 / JOU 4C 01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all the following from Part I and Part II.

PART I

1. Press Council of India was formed as per the recommendation of the _____.
2. _____ was published by Raja Ram Mohan Roy.
3. Name the most popular publication of Mahatma Gandhi.
4. _____ is the second largest circulated newspaper in Malayalam
5. Bengal Gazette was published in the year _____.
6. Name the first 24 × 7 Malayalam news channel.

(6 × ½ = 3 marks)

PART II

7. Directorate of Advertising and Visual Publicity (DAVP) is headquartered in _____.
8. A memorable short tune with a lyric broadcast in radio and television commercials is called a _____.
9. _____ is a micro-blogging social media network.
10. Expand CSR.
11. One to one communication between sellers and prospective buyers is _____.
12. House journal is an _____ tool for the PR practitioner.

(6 × ½ = 3 marks)

Section B

Answer any five from each Part in not more than 30 words.

PART I

13. Friend of India.
14. J C Daniel.
15. INS.

16. Kim Ki-duck.
17. Digital media.
18. Devji Bhimji.

(5 × 2 = 10 marks)

PART II

19. Logo.
20. Caption.
21. Out of home ads.
22. Advertorial.
23. Zoozoo.
24. Trade name.

(5 × 2 = 10 marks)

Section C

Answer any three from each Part in not more than 100 words.

PART I

25. Examine the contributions of Raja Ram Mohan Roy.
26. What is the role of the Press Council of India to take the erring journalists to task ?
27. Trace the history of Doordarshan. Assess its present status.
28. What do you think of the new generation movies in Malayalam ?

(3 × 5 = 15 marks)

PART II

29. Analyse the basic principles of copywriting.
30. Discuss the scope and challenges of cyber media as an effective tool for public relations and corporate communication practitioners.
31. Examine the various external tools of PR.
32. Assess the role of ASCI in self-regulating advertising in India.

(3 × 5 = 15 marks)

Section D

Write an essay on any one from each Part in not more than 300 words.

PART I

33. Assess the journalistic endeavours of Swadeshbhimani Ramakrishna Pilla.
34. What is new media? Explain its scope and challenges as means of information and entertainment.
(1 × 12 = 12 marks)

PART II

35. Define corporate communication. Explain in detail the concept corporate identity'?
36. Critically examine the functions of advertising.
(1 × 12 = 12 marks)

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