

C 81058

(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
APRIL 2020**

Mass Communication and Journalism

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

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer any five questions not exceeding 50 words.  
Each question carries 3 marks.*

1. *Bengal Gazette.*
2. *C V Kunjiraman.*
3. *Social media.*
4. *Deepika.*
5. *Kesari Balakrishna Pilla.*
6. *DAVP.*
7. *Classifieds.*
8. *Brand.*
9. *Signature music.*
10. *Surrogate ad.*

(5 × 3 = 15 marks)

**Part B**

*Answer any seven questions not exceeding 100 words.  
Each question carries 5 marks.*

11. *Why do we consider Satyajit Ray as one of the greatest film makers of India ?*
12. *Assess the popularity of FM radio. Can we describe this trend as the second coming of radio ?*
13. *Why do we consider Swadeshbhimani as a legend among the journalists in Malayalam ?*
14. *Write a note on the significance of *Raja Harischandra* as a pioneer Indian film.*
15. *Detail the implications of broadcast codes of AIR.*
16. *Write a note on the cinematic contributions of Akira Kurosawa.*

Turn over

17. Describe the role of PRSI.
18. Explain the role of media relations in corporate communication.
19. Explain the important external tool in Public Relations.
20. What is corporate identity ? How does this identity provide better selling of a company's products and services ?
21. Elucidate the role and function of ASCI.
22. Discuss the preparations needed for Public Relations and advertising campaign.

(7 × 5 = 35 marks)

### Part C

*Answer the following questions not exceeding 400 words.*

*Each question carries 15 marks.*

23. Trace the history of Malayalam film. Discuss the conspicuous trends that are visible in the Malayalam film industry.

*Or*

Examine the role played by the press in India's freedom struggle movement.

24. Describe the important principles of copywriting for printed advertisement.

*Or*

Elucidate the scope and challenges of corporate communication in the present context.

(2 × 15 = 30 marks)