

**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

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A***Answer all the following (Part I and II must be attended separately)***PART I**

1. Rajya Samacharam was founded by \_\_\_\_\_.
2. Malayala Manorama was founded in the year \_\_\_\_\_.
3. Ram Nath Goenka was the founder of \_\_\_\_\_ newspaper.
4. Vernacular Press Act was established in \_\_\_\_\_ year.
5. \_\_\_\_\_ was the first newspaper published in Kerala.
6. Serampore Missionaries started press in India at \_\_\_\_\_.

(6 × ½ = 3 marks)

**PART II**

7. \_\_\_\_\_ is the expansion of IPRA.
8. PRSI was formed in \_\_\_\_\_ year.
9. \_\_\_\_\_ coined the name Public Relations.
10. A logo is \_\_\_\_\_.
11. Celebrity endorsement is \_\_\_\_\_.
12. A Slogan is \_\_\_\_\_ of a company.

(6 × ½ = 3 marks)

**Turn over**

**Section B**

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

**PART I**

13. Dheenabhandhu.
14. Kesari Balakrishna Pillai.
15. SITE.
16. Prasar Bharathi.
17. Dadasaheb Phalke Award.
18. Press Council of India.

(5 × 2 = 10 marks)

**PART II**

19. ASCI.
20. Code of Ethics.
21. Jingles.
22. Corporate Image.
23. External and Internal Publics.
24. Internet Ads.

(5 × 2 = 10 marks)

**Section C**

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

**PART I**

25. Discuss the role of Adoor Gopalakrishnan in Malayalam film industry.
26. What was the condition of media in India during Emergency period ?
27. Explain the role of community radio in community upliftment.
28. How Documentaries differ from Films ?

(3 × 5 = 15 marks)

## PART II

29. Explain the functions of ad agencies.
30. What is an Advertorial ?
31. What are the various steps involved in crisis communication?
32. Discuss the qualities required for a PRO of a private company.

(3 × 5 = 15 marks)

## Section D

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

## PART I

33. Explain the role of press in Indian Freedom struggle.
34. Explain the role of Christian Missionaries in establishing press in India.

(1 × 12 = 12 marks)

## PART II

35. State the difference between Public Relations and Advertisement.
36. Give an account of the PR activities of the Central and State Government in India.

(1 × 12 = 12 marks)