

D 14868

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER B.A. DEGREE (SUPPLEMENTARY) EXAMINATION
NOVEMBER 2016**

(CCSS—SDE)

Journalism

JC 1C 01—FUNDAMENTALS OF COMMUNICATION AND MEDIA

Time : Two Hours and Forty-Five Minutes

Maximum : 27 Weightage

Part B

I. Write short notes on all *nine* questions :

- 1 Audience.
- 2 Marshal McLuhan.
- 3 ABC.
- 4 Mass Communication.
- 5 Social Relations Theory.
- 6 Advertorial.
- 7 Noise.
- 8 Internal PR.
- 9 Right to Information.

(9 × 1 = 9 weightage)

II. Write short essays on any *five* of the following :

10. Marketing Research.
11. All India Radio Network in Kerala.
12. Effects of mass media on public opinion.
13. Benefits of Advertising.
14. PR tools.
15. Importance of media literacy.
16. Future of newspaper.

(5 × 2 = 10 weightage)

Turn over

III. Write essays on any *two* of the following :

17. Explain the importance of communication in human life with suitable examples.
18. Discuss in detail the qualities and ethical standards needed for journalists.
19. What are the purposes and goals of advertising ?

(2 × 4 = 8 weightage)