

(8 pages)

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B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023

Fifth Semester

English — Major Elective

JOURNALISM AND MASS COMMUNICATION

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions

Choose the correct answer :

1. _____ is the news that gives hard core and time bound information.
(a) Hard News
(b) Soft News
(c) Editorial
(d) Advertisements

2. The production department takes the responsibility of
(a) Advertisement
(b) Public relation
(c) Printing
(d) Editing

3. The expansion of PTI is _____
(a) Press Transit of India
(b) Press Trust of India
(c) Public Transit of India
(d) Public Trust of India

4. A _____ is in charge of the covering affairs happening within the city.
(a) City Editor
(b) City Reporter
(c) Local Journalist
(d) Chief Reporter

5. Press was used for Journalistic Purpose for the first time in India in the year _____
(a) 1790
(b) 1760
(c) 1750
(d) 1780



6. The _____ is the means through which the sender conveys the message
- (a) Encoding (b) Channel
(c) Decoding (d) Feedback
7. Radio Journalism began in India in the year
- (a) 1920 (b) 1921
(c) 1925 (d) 1927
8. Colour Transmission was started by dhoordharshan in the year
- (a) 1976 (b) 1989
(c) 1985 (d) 1982
9. Which of the following includes digital audio files
- (a) Broadcasting (b) Jingles
(c) Podcasting (d) Bloging
10. An _____ is a software that is designed to transfer files between two computers over the Internet.
- (a) Local Access Network
(b) Linux
(c) FTP Client
(d) E-mail

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What is the process of mass communication.
- Or
- (b) Discuss the main sources of news for a news organization.
12. (a) Write a short note on the basic elements of News.
- Or
- (b) Define Reporting and explain the qualities of a reporter.
13. (a) Discuss the role of Raja Ram Mohan Roy in Indian journalism.
- Or
- (b) Define Communication and briefly explain its types.
14. (a) Radio News Reporting - explain.
- Or
- (b) Discuss the functions and role of a News producer in television.

15. (a) Differences between Information Technology and Tele Communication.

Or

- (b) How does the WWW work?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Explain the different forms of mass communication.

Or

- (b) Discuss the role of reference Material in a news organization.

17. (a) Describe in detail the Process of Communication.

Or

- (b) What are the different techniques adopted by the reported for the coverage of News.

18. (a) How did the Christian Missionaries contribute to the evolution of Indian Journalism?

Or

- (b) Define Mass communication and describe its role in shaping the society.

19. (a) How is writing for a Radio News different from that of a Newspaper and TV? Justify.

Or

- (b) What is the role of Television in Indian Journalism?

20. (a) Explain the process of electronic publishing and the techniques involved in it.

Or

- (b) Give a detail account on Search Engines.

