

(6 pages)

Reg. No. : .....

Code No. : 10098

Sub. Code : SEEN 5 B/  
AEEN 52

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

Fifth Semester

English

Major Elective

JOURNALISM AND MASS COMMUNICATION

(For those who joined in July 2017-2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. The term given to the means of communication that reach to a larger section of society is called as \_\_\_\_\_.
- (a) News (b) Advertisement  
(c) Mass Media (d) Magazines

2. The intellectual property like News and Views provided by the \_\_\_\_\_ department.
- (a) Production (b) Advertisement  
(c) Editorial (d) Business
3. A News Organization sources its news mainly from \_\_\_\_\_.
- (a) News Agencies (b) Advertisers  
(c) Editors (d) Media
4. The \_\_\_\_\_ of a news organization is assessed based on the news stories published by it.
- (a) Reach (b) Popularity  
(c) Income (d) Quality
5. Who established the First Printing Press in India?
- (a) East India Companies  
(b) Christian Missionaries  
(c) UNI  
(d) PTI
6. The receiver's reaction back to the sender's message is \_\_\_\_\_.
- (a) Feedback (b) Noise  
(c) Encoding (d) Decoding

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7. Henrich Hertz discovered the \_\_\_\_\_.
- (a) Radio waves (b) Radio  
(c) Transmission (d) Sound waves
8. Television was invented by
- (a) Marconi  
(b) Thomas Alva Edison  
(c) John Louis Baird  
(d) Lewis Faraday
9. Which of the following is not an Operating system?
- (a) Linux (b) DOS  
(c) Oracle (d) Windows
10. In populated area \_\_\_\_\_ network used interconnection computer.
- (a) MAN (b) LAN  
(c) TAN (d) CAN

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What is 'News'? Write a short note on it.  
Or  
(b) Write an account on Proof Reading.

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12. (a) Explain the two main News Agencies of India : PTI and UNI.

Or

- (b) What are the chief qualities of a Reporter.

13. (a) Write a brief note on the Vernacular Press of India.

Or

- (b) Elucidate the relationship between Mass Communication and Culture.

14. (a) Differentiate between Radio News and Newspaper.

Or

- (b) Describe the fundamental techniques involved in writing a television news copy.

15. (a) Explain the concept of "Digital Divide".

Or

- (b) Write a note on Electronic Publishing.

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PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) What are the different types of mass communication?

Or

- (b) Write a brief note on the role of Editorial Department.

17. (a) Give a detailed note on the role of News Agencies.

Or

- (b) Explain the various categories of reporters in print media.

18. (a) History of Indian Journalism.

Or

- (b) Elucidate the role of mass media in journalism.

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19. (a) Explain the role of Community Radio in the field of Communication.

Or

- (b) Explain in detail the techniques involved in a live coverage.

20. (a) Explain the significance of IT department.

Or

- (b) Write an essay on the different types of Computer Networks.

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