(Pages: 2)   Name………………………

Reg.No…………………….

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2018
(Regular/Supplementary/Improvement)
(CUCBCSS - UG)
CC15U JOU3 C01 & CC15U JOU4 C01 – HISTORY OF MASS MEDIA
& CORPORATE COMMUNICATION AND ADVERTISING
(Journalism-Complementary Course)
(2015 Admission onwards)

Time: 3 Hours   Maximum: 80Marks

(Part I and Part II must be attended separately in each Section)

SECTION A
Answer *all* questions. Each question carries ½ mark.
Part I

1. Serampore mission was established by ……………..
2. …………….. became the first Information and Broad casting minister of independent India.
3. …………….. was the first newspaper in Malayalam.
4. The first Press Commission Chairman was ……………..
5. …………….. is the founder editor of 'Mathrubhumi'.
6. …………….. is considered as the father of Indian Cinema.

(6 × ½ = 3 Marks)

Part II

7. The first advertising agency was started by ……………..
8. A logo is an identifying mark of ……………..
9. Expand   AAAI
10. A Television advertising is called ……………..
11. Expand   ABC
12. An official, authorized statement about the policies and activities of an organization is called ……………..

(6 × ½ = 3 Marks)

SECTION B
Answer any *five* questions. Each question carries 2 marks.
Part I

13. James Augustus Hicky.
14. Serampore Missionaries.
15. Pothan Joseph.

16. Press Council of India.

17. Paschimodayam.

18. Yuva Vani.   **(5 × 2 = 10 Marks)**

Part II

19. Propaganda.

20. Corporate Identity.

21. PRSI

22. DAVP

23. Ogilvy & Mather Ltd.

24. House journal.   **(5 × 2 = 10 Marks)**

SECTION C

Answer any *three* questions. Each question carries 5 marks.

Part I

25. What are the contributions of Raja Ram Mohan Ray?

26. Write a short note on the broadcast code of Prasad Bharathi.

27. Explain the recommendations of First and Second Press commissions.

28. Write a short note on Vivid Bharathi.   **(3 × 5 = 15 Marks)**

Part II

29. Explain different elements in an advertisement.

30. Explain the structure of an advertising agency.

31. What are the key concepts of Corporate Image?

32. What are the main functions of public Relations?   **(3 × 5 = 15 Marks)**

SECTION D

Answer any *one* questions. Each question carries 12 marks.

Part I

33. Explain the importance of press during Indian freedom struggle.

34. Write a detailed note on the contributions of Mahatma Gandhi in journalism.

(1 × 12 = 12 Marks)

Part II

35. Explain the process of an advertisement campaign.

36. What are the tools of Public Relations? Explain.

(1 × 12 = 12 Marks)

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