

18U449

(Pages: 2)

Name:

Reg. No.

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS - UG)

(Regular/Supplementary/Improvement)

**CC17U JOU3 C01 & CC17U JOU4 C01 - HISTORY OF MASS MEDIA AND
CORPORATE COMMUNICATION AND ADVERTISING**

(Journalism - Complementary Course)

(2017 Admissions onwards)

Time: Three Hours

Maximum: 80 Marks

(Part I and Part II must be attended separately)

Section A

Answer *all* questions. Each question carries ½ mark.

Part I

1. Harijan was started by
2. is the oldest surviving Newspaper in Malayalam.
3. The first permanent theatre in Kerala was established in..... city.
4. The social Media driven movement across the Middle East is popularly known as
5. was the promoter of the newspaper *Kerala Mitram*.
6. *Associated Press of India* was started by

(6 × ½ = 3 Marks)

Part II

7. is the professional body of PR practitioners in India.
8. *Strap line* is also known as
9. produced the first printed advertisement in English.
10. The title given to a product by its manufacturer is known as
11. is known as the father of advertising.
12. Expand AAI.

(6 × ½ = 3 Marks)

Section B

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

Each question carries 2 marks.

Part I

- | | |
|---------------------|----------------------|
| 13. Paid News. | 16. Community Radio |
| 14. J C Daniel | 17. Indian Opinion |
| 15. Njana Nikshepam | 18. Doctrina Christa |

(5 × 2 = 10 Marks)

Part II

- | | |
|-------------|------------------------------|
| 19. Jingle | 22. Copy writer |
| 20. IPRA | 23. Press Information Bureau |
| 21. Caption | 24. House Journal |

(5 × 2 = 10 Marks)

Section C

Answer any *three* questions from each part in not more than 100 words.
Each question carries 5 marks.

Part I

25. Write a brief note on Kesari Balakrishna Pillai.
26. SITE can be termed as one of the most ambitious experiments in television industry. Explain.
27. Write a short note on the major recommendations of first press commission report.
28. Briefly analyse the role of Malayalam press during the freedom struggle.

(3 × 5 = 15 Marks)

Part I

29. Critically analyze the impact of advertising on children.
30. Briefly explain the departments and responsibilities of an Advertising agency.
31. What are the elements of an advertising copy?
32. List out the major tools of corporate communication

(3 × 5 = 15 Marks)

Section D

Write an essay on any *one* from each part in not more than 300 words.
Each question carries 12 marks.

Part I

33. Trace the history of Malayalam journalism with special emphasis on Malayalam newspapers.
34. Write an essay about the indian freedom movement and the press.

(1 × 12 = 12 Marks)

Part II

35. List out the various types and functions of advertisements.
36. Explain the role of Public Relations in the success of an organization with special reference to the functions of PR Professionals.

(1 × 12 = 12 Marks)
