15U446 (Pages:2) Name: ………………………

FOURTH SEMESTER B.A. DEGREE EXAMINATION, MAY 2017

(CUCBCSS - UG)

CC15U JOU3 C01 & CC15U JOU4 C01 - HISTORY OF MASS MEDIA &
CORPORATE COMMUNICATION AND ADVERTISING

Journalism - Complementary Course

(2015 Admission)

Time: Three Hours   Maximum: 80 Marks

Part I

Answer **all** the following. ½ marks for each question.

(Part I *and* Part II *must be attended separately*)

1. Expand ABC

2. Bengal Gazette was started in ……………

3. Herman Gundert

4. Expand AMA

5. Brand

6. Slogan

(6 × ½ = 3 marks)

Part II

7. Creative Boutique

8. In house advertising agency

9. …… Department have the contact with various media to connect their Ad Clients

10. Expand ASCI

11. According to …………… 'Public relation is the deliberate, planned and sustainable effort to establish and maintain mutual understanding between an organization and its public.

12. ………………is a unique design symbol that help identify the company visually.

(6 × ½ = 3 marks)

Section B

Answer **any five** of the following from each part. Two marks for each question.

Part I

13. Pothan Joseph

14. Yuv vani

15. IPRA

16. Define Advertising

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17. SITE

18. Jingle

Part II

19. Corporate Identity

20. Prasar bharati

21. Brand awareness

22. crisis management

23. Ad campaign

24. Define Public Relation

(5 × 2 = 10 marks)

Section C

Answer **any three** of the following from each part. Five marks for each question.

Part I

25. Describe the role of television in India.

26. Analyze the impact of new media among adolescents

27. Explain the elements of advertising

28. Gandhi as a journalist

(3 × 5 = 15 marks)

Part II

29. Describe the different departments in an advertising agency

30. Explain the various public relation tools

31. Explain about the qualities of a public relation officer

32. Explain about the various types of advertisements

(3 × 5 = 15 marks)

Section D

Answer **any one** of the following from each part. Twelve marks for each question.

Part I

33. Write a detailed note on the contributions of Raja Ram Mohan Roy in journalism.

34. Analyze the impact of Malayalam films in Indian film industry.

(1 x 12 = 12 marks)

Part II

35. Write a brief note on the different types of advertising agencies

36. Prepare a note on the women portrayal in mass media

(1 x 12 = 12 marks)

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