20U459S		(Pages: 2)	Name
	FOURTH SEMESTER B	A DEGREE EXAMI	Reg. No
	TOURINGENEGIERD	(CUCBCSS-UG)	(1111011), AII KILI 2022
		OU3 C01 & CC17U JO	
]	HISTORY OF MASS MEDI	IA & CORPORATE C ADVERTISING	OMMUNICATION AND
	(Journal	ism - Complimentary Co	ourse)
		issions – Supplementary	
Time: Three Hours			Maximum: 80 Marks
		SECTION A	
	Answer <i>all</i> the following	(Part I and Part II must	be attended separately).
		PART I	
1.	Bengal Gazette was started i	n the year	
2.	Slogan.		
3.	Expand AMA.		
4.	4. The First Press Commission chairman was		
5.	is the father of In	ndian cinema.	
6.	The first newspaper in India	was	
			$(6 \times \frac{1}{2} = 3 \text{ Marks})$
		PART II	
7.	7. The second press commission was constituted in the year		
8.	Expand ASCI.		
9.	is a unique design symbol that help identify the company visually.		
10.	. The first newspaper in Malayalam was		
11.	Expand AAAI.		
12.	The first advertising agency	was started by	_
			$(6 \times \frac{1}{2} = 3 \text{ Marks})$
		<b>SECTION B</b>	
Answer any <i>five</i> of the following from each part			
PART I			
13.	Kuldeep Nayyar.	16. No	ew Media.
14	Hicky's Gazette.	17. Jii	ngle

15. Define CC.

18. Serampore Missionaries.  $(5 \times 2 = 10 \text{ Marks})$ 

#### PART II

19. Ad campaign. 22. Prasar Bharati.

20. DAVP 23. SITE

21. PSA 24. Rajyasamacharam.

 $(5 \times 2 = 10 \text{ Marks})$ 

### SECTION C

Answer any *three* of the following from each part in not more than 100 words.

## PART I

- 25. Explain the elements of advertising.
- 26. Role of TV in India.
- 27. 'Radio uses the magic of voices.' Elaborate based on the dynamism of RJs.
- 28. Contributions of Raja Ram Mohan Roy.

 $(3 \times 5 = 15 \text{ Marks})$ 

### PART II

- 29. Prepare a short essay on advertising agency and its various departments.
- 30. Qualities of a PRO.
- 31. Types of advertisements.
- 32. History of TV in India.

 $(3 \times 5 = 15 \text{ Marks})$ 

# **SECTION D**

Answer any *one* of the following from each part.

### PART I

- 33. Comment on the contributions of Malayalam cinema into the Indian film industry.
- 34. Share your observations about the portrayal of women and children in advertisements.

 $(1 \times 12 = 12 \text{ Marks})$ 

### PART II

- 35. Analyse the contributions of Gandhiji as a journalist.
- 36. Write an essay on the tool of PR.

 $(1 \times 12 = 12 \text{ Marks})$ 

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