

19U459S

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Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2021

(CUCBCSS – UG)

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

(Journalism - Complementary Course)

(2017, 2018 Admission – Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

SECTION A

PART I

Answer all the following (Part I and II must be attended separately)

1. Samachar Darpan, was published from _____ in 1818.
2. Mathrubhumi was first published on 18th March _____
3. Who founded the newspaper 'National Herald'?
4. The editor of Calcutta Journal was _____
5. What is the other name of Hicky's Bengal Gazette?
6. Devji Bhimji was associated with _____ newspaper.

(6 × ½ = 3 Marks)

PART II

Answer *all* the following (Part I and II must be attended separately).

7. Expand ASCI
8. _____ is considered as the first ad agency in India.
9. _____ is an in-house magazine of an organization.
10. _____ is the multimedia advertising agency of the Central Government.
11. Expand CSR
12. _____ is used as musical logo in radio and television commercials.

(6 × ½ = 3 Marks)

SECTION B

PART I

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

13. Brahminical Magazine.
14. What are the objectives of journalism according to Gandhi?
15. Pothan Joseph.
16. Paschimodayam.
17. Al-Ameen.
18. Navjeevan.

(5 × 2 = 10 Marks)

PART II

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

- | | |
|------------------|--------------------|
| 19. Strapline. | 22. IPRA |
| 20. Classifieds. | 23. USP |
| 21. Brochure. | 24. House Journal. |

(5 × 2 = 10 Marks)

SECTION C

PART I

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

25. Briefly explain SITE.
26. Examine the role of the Press Council of India.
27. Trace the history of Doordarshan. Assess its current status.
28. Critically analyse the new generation movies of Malayalam film industry.

(3 × 5 = 15 Marks)

PART II

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

29. What are the functions of an advertisement?
30. Define PR. Briefly explain the role and functions of a PRO.
31. What are the steps in an advertising campaign?
32. Distinguish between Trade name and Brand name with examples.

(3 × 5 = 15 Marks)

SECTION D

PART I

Write an essay on any *one* from each part in not more than 300 words.

33. Elucidate the contributions of Mahatma Gandhi and Raja Ram Mohan Roy towards Indian Journalism.
34. Explain the significance of Christian Missionaries in the history of Malayalam Journalism.

(1 × 12 = 12 Marks)

PART II

Write an essay on any *one* from each part in not more than 300 words.

35. Elucidate the principles of effective copy writing.
36. Discuss the scope and challenges of new media as a tool for public relation and corporate communication.

(1 × 2 = 12 Marks)
