

20U459S

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Name.....

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2022

(CUCBCSS-UG)

CC17U JOU3 C01 & CC17U JOU4 C01

**HISTORY OF MASS MEDIA & CORPORATE COMMUNICATION AND
ADVERTISING**

(Journalism - Complimentary Course)

(2017, 2018 Admissions – Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

SECTION A

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

PART I

1. Bengal Gazette was started in the year _____
2. Slogan.
3. Expand AMA.
4. The First Press Commission chairman was _____
5. _____ is the father of Indian cinema.
6. The first newspaper in India was _____

(6 × ½ = 3 Marks)

PART II

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 AAI.
12. The first advertising agency was started by _____

(6 × ½ = 3 Marks)

SECTION B

Answer any *five* of the following from each part

PART I

- | | |
|----------------------|-----------------------------|
| 13. Kuldeep Nayyar. | 16. New Media. |
| 14. Hicky's Gazette. | 17. Jingle. |
| 15. Define CC. | 18. Serampore Missionaries. |

(5 × 2 = 10 Marks)

