

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, July 2018
(Career Related First Degree Programme Under CBCSS)
Group 2(a)
Journalism and Mass Communication and Video Production
Core Course – V
JC 1441-PR AND CORPORATE COMMUNICATION
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Write short notes on **all** of the following in a **line** or **two** each :

- 1) IPRA.
- 2) Goodwill.
- 3) Reputation management.
- 4) Press agency.
- 5) Media monitoring.
- 6) Internal communications.
- 7) Employee relations.
- 8) Crisis communications.
- 9) Stakeholders.
- 10) Social media.

(10×1=10 Marks)

II. Write short notes on **any eight** of the following **not exceeding 60 words** each :

- 11) Advertorial.
- 12) Fund raising.
- 13) Embargo.
- 14) Corporate identity.
- 15) Media relations.



- 16) Media impressions.
- 17) Corporate publishing.
- 18) Investor relations.
- 19) Public affairs.
- 20) In-House Magazines.
- 21) Spokesperson.
- 22) E-PR/Online PR.

(8×2=16 Marks)

III. Write short essays on **any six** of the following **not exceeding 120 words each** :

- 23) Is public relations a management function ? Substantiate your views.
- 24) "Every public relations officer is primarily a Journalist". Discuss.
- 25) Discuss how effectively house journals can be used in PR campaigns.
- 26) What is the importance of 'image building' in an organization ?
- 27) Write short notes on corporate social responsibility.
- 28) "Lobbying" is essential in government relations or public affairs. Comment.
- 29) Newspapers as a medium for public relations messages. Discuss.
- 30) Discuss the codes of conduct of PRSI.
- 31) What do you understand by a PR campaign ?

(6×4=24 Marks)

IV. Write long essays on **any two** of the following, **each one not exceeding 500 words** :

- 32) Outline the factors to consider in choosing a Public Relations consultancy.
- 33) Review any one image building Visual Advertisement by a corporate which has attracted you.
- 34) "PR is persuasion and not propaganda". Elaborate this message with at least one example.
- 35) Illustrate in detail about the responsibility of the PRO during the crisis management.

(2×15=30 Marks)

Reg. No. :

Name :

Fourth Semester B.A./B.Sc. Degree Examination, July 2018
First Degree Programme Under CBCSS
LANGUAGE COURSE : READINGS IN LITERATURE
Common for B.A./B.Sc. EN 1411.1 (Language Course VIII) and Career
Related 2(a) (Language Course VI) EN 1411.3
(2015 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer all questions, each in a word or sentence.

- 1) "All the world's a stage" is an excerpt from the play
- 2) What is the meaning of the title "La Belle Dame Sans Merci" ?
- 3) "We are on a darkling plain/Swept away with confused alarms of struggle and fight" are the lines taken from the poem
- 4) Who is the aged wife mentioned in Tennyson's "Ulysses" ?
- 5) Which is the great annual fair mentioned in Nehru's essay "Independence and After" ?
- 6) Who is the co-founder of the organization 'Umkhonto we sizwe' ?
- 7) Whose pen name is Saki ?
- 8) Who is Dr. Raman's dearest friend in Narayan's story ?
- 9) What was the intention of the banker behind visiting the room of the lawyer just before the completion of fifteen years of imprisonment ?
- 10) In MT's short story, who named the cat as Sherlock ? **(10×1=10 Marks)**

II. Answer any eight, each in a short paragraph not exceeding 50 words.

- 11) How does Wordsworth describe nature in the poem "Leech Gatherer" ?
- 12) What is Yeat's final prayer for his daughter ?
- 13) Discuss Owen's "Insensibility" as a War Poem.



- 14) Give a description of the Constable in the poem "A Constable Calls".
- 15) How does Sarojini Naidu challenge fate who may take away her power of articulation ?
- 16) What did Kamala Das do to ignore her womanliness ?
- 17) Discuss the message of the poem "Mending Wall".
- 18) Humour in the poem "Stammer".
- 19) What are the advantages of tolerance over love according to Forster ?
- 20) What are the features of moral religion according to Einstein ?
- 21) How is the theme of love presented in the short story "Yellow is the colour of Longing" ?
- 22) Relevance of the title "Open Window". **(8×2=16 Marks)**

III. Answer **any six each** in a **paragraph not exceeding 100 words**.

- 23) How does Shakespeare present Jacques's view of life ?
- 24) Discuss "Ulysses" as a dramatic monologue.
- 25) Discuss "Dover Beach" as a poem which represent the Victorian Age.
- 26) What is Priestley's opinion about American life ?
- 27) How does Einstein relate science and religion ?
- 28) Nehru's reputation as a hero.
- 29) How did Dr. Raman handle the crisis ?
- 30) Discuss the techniques used by H. H. Munro in the story "The Open Window".
- 31) Setting of the story "Sherlock". **(6×4=24 Marks)**

IV. Answer **any two each** in about **three hundred words**.

- 32) Discuss the philosophy of life presented by Tennyson in his poem "Ulysses".
- 33) How does Priestley present a world of leisure and relaxation in his essay "On Doing nothing" ?
- 34) Write an essay on the ideals for which Mandela is prepared to die.
- 35) Narayan's stories are his observation of personal lives. Discuss with reference to his short story "The Doctor's Word". **(15×2=30 Marks)**

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First Degree Programme Under CBCSS
LANGUAGE COURSE : READINGS IN LITERATURE
Common for B.A./B.Sc. EN 1411.1 (Language Course VIII) and Career
Related 2(a) (Language Course VI) EN 1411.3
(2015 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, **each** in a **word** or **sentence**.

- 1) "All the world's a stage" is an excerpt from the play
- 2) What is the meaning of the title "La Belle Dame Sans Merci" ?
- 3) "We are on a darkling plain/Swept away with confused alarms of struggle and fight" are the lines taken from the poem
- 4) Who is the aged wife mentioned in Tennyson's "Ulysses" ?
- 5) Which is the great annual fair mentioned in Nehru's essay "Independence and After" ?
- 6) Who is the co-founder of the organization 'Umkhonto we sizwe' ?
- 7) Whose pen name is Saki ?
- 8) Who is Dr. Raman's dearest friend in Narayan's story ?
- 9) What was the intention of the banker behind visiting the room of the lawyer just before the completion of fifteen years of imprisonment ?
- 10) In MT's short story, who named the cat as Sherlock ? **(10×1=10 Marks)**

II. Answer **any eight**, **each** in a **short paragraph** not exceeding **50** words.

- 11) How does Wordsworth describe nature in the poem "Leech Gatherer" ?
- 12) What is Yeat's final prayer for his daughter ?
- 13) Discuss Owen's "Insensibility" as a War Poem.



- 14) Give a description of the Constable in the poem "A Constable Calls".
- 15) How does Sarojini Naidu challenge fate who may take away her power of articulation ?
- 16) What did Kamala Das do to ignore her womanliness ?
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- 20) What are the features of moral religion according to Einstein ?
- 21) How is the theme of love presented in the short story "Yellow is the colour of Longing" ?
- 22) Relevance of the title "Open Window". (8x2=16 Marks)

III. Answer **any six each** in a **paragraph not exceeding 100 words**.

- 23) How does Shakespeare present Jacques's view of life ?
- 24) Discuss "Ulysses" as a dramatic monologue.
- 25) Discuss "Dover Beach" as a poem which represent the Victorian Age.
- 26) What is Priestley's opinion about American life ?
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- 28) Nehru's reputation as a hero.
- 29) How did Dr. Raman handle the crisis ?
- 30) Discuss the techniques used by H. H. Munro in the story "The Open Window".
- 31) Setting of the story "Sherlock". (6x4=24 Marks)

IV. Answer **any two each** in about **three hundred words**.

- 32) Discuss the philosophy of life presented by Tennyson in his poem "Ulysses".
- 33) How does Priestley present a world of leisure and relaxation in his essay "On Doing nothing" ?
- 34) Write an essay on the ideals for which Mandela is prepared to die.
- 35) Narayan's stories are his observation of personal lives. Discuss with reference to his short story "The Doctor's Word". (15x2=30 Marks)

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Name :

**Fourth Semester B.A. Degree Examination, July 2018
(Career Related First Degree Programme under CBCSS)
Group 2(a)**

**JOURNALISM AND MASS COMMUNICATION AND VIDEO PRODUCTION
Core Course - VI
JC 1442 Advertising
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one/two** words or in **one/two** sentences :

(10×1=10 Marks)

- 1) Public Service Advertising.
- 2) N.W. Ayer.
- 3) Service ad.
- 4) Cooperative ad.
- 5) Advertiser.
- 6) AIDCA.
- 7) In film ad.
- 8) Direct mail ad.
- 9) Baseline.
- 10) Commercial.

II. Answer **any eight** questions in about **60** words.

(8×2=16 Marks)

- 11) Media positioning.
- 12) Political advertising.
- 13) Full service ad agency.
- 14) Testimonial approach.



- 15) Media schedule.
- 16) Children and Young Persons (Harmful) Publication Act and Advertising.
- 17) Out-door advertising.
- 18) 4Ps.
- 19) Online ads.
- 20) Copy writing.
- 21) Transit ad.
- 22) Media mix.

III. Answer any six of the following, each not exceeding 120 words. (6×4=24 Marks)

- 23) Define advertising and explain the main points.
- 24) What are the different headlines that are common in print ad ?
- 25) Critically analyse the portrayal of women in ads.
- 26) What are the economic aspects of advertising ?
- 27) Explain the functions of an ad agency.
- 28) What are the marketing roles of advertising ?
- 29) Define product/consumer ad. Explain how it affects people.
- 30) Differentiate between Life Style approach and Slice of Life approach in advertising.
- 31) Explain corporate advertising. Also enumerate different sub categories of corporate advertising.

IV. Write essays on any two of the following, each one not exceeding 500 words :

(2×15=30 Marks)

- 32) Explain the growth and evolution of advertising in India.
 - 33) Explain the steps in Media Planning in advertising.
 - 34) Local/Regional advertising is evolving day by day. Critically analyse this statement with special reference to ads of jewellery.
 - 35) Fear is said to be one of the successful appeal in advertising. Do you agree ? Give your views.
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Fourth Semester B.A. Degree Examination, July 2018
(Career Related First Degree Programme Under CBCSS)
Group 2(a)

JOURNALISM AND MASS COMMUNICATION AND VIDEO PRODUCTION
Vocational Course – VI
JC 1472 : Television Broadcasting
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the **ten** questions, **each one** in **one** or **two** sentences : **(10×1=10 Marks)**

- 1) DTH.
- 2) News feature.
- 3) Boom microphone.
- 4) Mid Shot.
- 5) Discovery channel.
- 6) Beat reporting.
- 7) Spot advertising.
- 8) Soap operas.
- 9) Sting.
- 10) TV/ news structure.

II. Answer **any eight** of the following, **each one not exceeding 60** words. **(8×2=16 Marks)**

- 11) Define edutainment.
- 12) What are above-the-line and below-the-line expenses ?
- 13) Write on interactive TV.
- 14) Define writing to pictures.

- 32) To inform, educate and entertain – Are these still the duties of Indian television ? State your view.
- 33) Comment on the nature and popularity of reality shows in Indian television.
- 34) Detail the genres of television programs with examples.
- 35) Live coverage has made news, a 24 hours business. Discuss.
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- 15) Explain shooting script in television production.
- 16) What are Primary sources ?
- 17) What is run down in news production ?
- 18) Define rack focus.
- 19) Explain NTSC and PAL.
- 20) Define the term broadcasting.
- 21) Differentiate cable with broadcast television.
- 22) Write on religious broadcasting.

III. Answer **any six** of the following, **each one not exceeding 120 words** :

(6×4=24 Marks)

- 23) List out the principles in Bulletin preparation for television.
- 24) Explain how important the process of research in documentary production is ?
- 25) What are the sources of information for a television program ?
- 26) Prepare a story board for a program of your choice.
- 27) What is live streaming ? Explain its planning and execution process.
- 28) Illustrate the structure of a TV news room.
- 29) Explain the steps involved in scripting a TV program.
- 30) Describe the different types of television programs with examples.
- 31) Explain the role of anchor in television programs.

IV. Write essay on **any two** of the following, **each one not exceeding 500 words** :

(2×15=30 Marks)



36 pages

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Fourth Semester B.A. Degree Examination, July 2018
Career Related First Degree Programme under CBCSS
2(a) : JOURNALISM & MASS COMMUNICATION AND
VIDEO PRODUCTION
Complementary Course IV : EN 1431.3 English for the Media
(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, **each** in a word or sentence.

- 1) What is anecdotal lead ?
- 2) What is Proust Questionnaire ?
- 3) Explain debriefing.
- 4) What is a docudrama ?
- 5) Explain 'pitch' in visual media.
- 6) Who invented World Wide Web ?
- 7) What are blurbs ?
- 8) Expand SEO.
- 9) What are parity products ?
- 10) What is puffery ?

(1×10=10 Marks)

II. Answer **any eight**, **each** in a short paragraph **not** exceeding **50** words.

- 11) What are the duties of a sub-editor ?
- 12) Mention some of the key elements in radio jockeying.
- 13) What are the different forms of radio interviews ?
- 14) What are the features of radio plays ?



- 17) What is logline ?
- 18) What are the characteristics of E-magazines ?
- 19) What are the different kinds of blogs ?
- 20) What is podcasting ?
- 21) What is parataxis ?
- 22) Cataphora.

(8×2=16 Marks)

III. Answer any six, each in a paragraph, not exceeding 100 words.

- 23) Book reviews in newspapers
- 24) Interviews for print media
- 25) Radio talk shows
- 26) News bulletins in radio
- 27) Television serials/soaps
- 28) Documentaries in television
- 29) Blogs
- 30) Web copy
- 31) Posters.

(6×4=24 Marks)

IV. Answer any two, each in about three hundred words.

- 32) Television scripts.
- 33) Elaborate on the guidelines to be followed to write articles in print magazines.
- 34) Elaborate on the characteristics of e-newspaper, e-magazines and e-journals.
- 35) Discuss the various elements in advertising.

(15×2=30 Marks)

Reg. No. :

Name :

**Fourth Semester B.A. Degree Examination, July 2018
(Career Related First Degree Programme Under CBCSS)**

Group 2(a)

**Journalism and Mass Communication and Video Production
Vocational Course – V**

**JC 1471 – INTRODUCTION TO CINEMA
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

- I. Answer all the ten questions, each one in one sentences. (10×1=10 Marks)
- 1) Define casting in film.
 - 2) Which is the first talkie film of India ?
 - 3) What is SLR ?
 - 4) Write on the film Citizen Kane.
 - 5) Write about Steven Spielberg.
 - 6) What is Jib arm ?
 - 7) Explain Tilting.
 - 8) What is a Steadicam ?
 - 9) In film making, panning shots can be described as
 - 10) A canted shot is also referred to as
- II. Answer any eight of the following, each one not exceeding 60 words : (8×2=16 Marks)
- 11) List out some basic camera movements.
 - 12) What are the 5c's of cinematography ?
 - 13) What is location scouting ?
 - 14) What does an art department do ?
 - 15) Define shooting script.
 - 16) Write about James Cameron.

- 17) What are the works of art department ?
- 18) Define sound editing in film.
- 19) Explain transition effects in editing.
- 20) What is a sequence ?
- 21) Write on distribution of films.
- 22) Describe Post-production.

III. Answer **any six** of the following, **each one not exceeding 120 words. (6×4=24 Marks)**

- 23) List some similarities and differences between French new wave and Italian neo-realism.
- 24) Explain the pre-production stage in film production.
- 25) Write on various departments in production stage.
- 26) What are the different editing techniques ?
- 27) Discuss the importance of storyboard.
- 28) Define film appreciation.
- 29) Write on German Expressionism.
- 30) Music-packed movies hit a high note-discuss.
- 31) Discuss on National Award Winning Films 2017.

IV. Write essays on **any two** of the following, **each one not exceeding 500 words.**

(2×15=30 Marks)

- 32) Trace the history of Indian cinema.
 - 33) To make a great film you need three things – “the script, the script and the script” – Validate this statement with any recent Malayalam movie you have watched.
 - 34) Technology has shaped film making – discuss with the change in cinematography over years.
 - 35) Discuss the new trends in film making.
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