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N – 7940

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, AUGUST 2022

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

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the **ten** questions, each one in one or two sentences.

1. Lip sync.
2. Ariel view shot.
3. Story board.
4. Location.
5. Scene.
6. High angle.
7. Ambient sound.
8. "Dilwale Dulhaniya Le Jayenge".
9. Balance.
10. "Alam Ara"

(10 × 1 = 10 Marks)

P.T.O.

II. Answer any **eight** of the following, each one not exceeding 60 words.

11. "Vigatha Kumaran".
12. Casting call.
13. IFFI.
14. Adoor Gopalakrishnan.
15. Sathyajith Ray.
16. Soviet Montage.
17. Cinematography.
18. "Bicycle thieves".
19. Alfred Hitchcock.
20. Charlie Chaplin .
21. Biopic .
22. Thomas Alva Edison.
23. "Arrival of the Train".
24. French new wave.
25. Cinema verité.
26. Mis-en-scene.

(8 × 2 = 16 Marks)

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

27. Explain the common characteristics of cinema in India.
28. Write a review of a film that you have recently watched.
29. What are the principles of film editing? Explain in detail.

30. Explain the contributions of Mrinal Sen
31. Explain parallel cinema.
32. Explain the landmark of the film "The Jazz Singer".
33. Write a note on Japanese cinema.
34. Explain the landmarks of Hollywood cinema
35. What are the difference between film appreciation and film criticism?
36. Critically analyse the art direction of any movie in Indian language.
37. Explain the transition devices used in film editing.
38. Explain the use of close-up shots in film production.

(6 × 4 = 24 Marks)

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

39. Explain the growth and development of cinema in the world.
40. What are the basic camera movements used in film production? Explain with examples.
41. Explain in detail the major film movements in the world.
42. What are the basic principles of film editing? Explain with examples.
43. OTT platforms opened a new world of film screening. Comment.
44. Explain in detail the stages of film production.

(2 × 15 = 30 Marks)

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N – 7938

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, August 2022

Career Related First Degree Programme under CBCSS

Group 2(a) : Journalism & Mass Communication and Video Production

Core Course V

JC 1441 : PR & CORPORATE COMMUNICAITON

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions.

1. Public Relations is a two-way communication between an _____ and its public.
2. Ivy Lee.
3. Edward L Bernays.
4. Image.
5. Internal Public.
6. I and PRD.
7. Corpus.
8. Campaign.
9. Brochure.
10. Media Campaign.

(10 × 1 = 10 Marks)

P.T.O.

II. Answer any **eight** of the following questions in one or two sentences.

11. National Public Relations Day
12. IPRA
13. What is the definition of PR given by British institute of Public Opinion?
14. John D Rockefeller
15. Public interest
16. Marketing Communication
17. Role of counseling in corporate communication
18. Vox Populi
19. SRIF formula
20. Lobbying
21. Propaganda
22. Crisis Communication
23. Corporate identity
24. Brand Image
25. Reputation
26. Celebrity Management

(8 × 2 = 16 Marks)

III. Answer any **six** questions from the following in **120** words.

27. Write a press release introducing a new brand of bath soap with anti-bacterial feature?
28. Differentiate between Advertising and Public Relations?
29. What are the responsibilities of a press secretary to a minister?
30. What is PRSI? Describe its activities?
31. If the concept of Public Relations is condensed to six key-words, what will be those words? Explain?
32. Differentiate between Internal Public and External Public?

33. Describe essential qualities required for a PR professional?
34. Write about a recent PR campaign by any organization / or for a product that has attracted you?
35. Event Management has become an integral part of Corporate Communication. Discuss?
36. What will be the strategies to deal with rumours regarding your organization when you work as a corporate communication professional?
37. How will you assess feedback regarding the corporate image of the entity you are working for?
38. SWOT analysis.

(6 × 4 = 24 Marks)

IV. Answer any **two** of the following questions in **500** words.

39. Public Relation is an important function of any organization that plans serious activities in our society. Discuss? Narrate the benefits of public relations.
40. Describe the role of a public relations officer in an organization?
41. Corporate Identity and Corporate Image are different entities. Elaborate?
42. What are the major elements that constitute Corporate Identity?
43. During Covid-19 crisis, Government of Kerala has introduced a crisis communication strategy that helped a lot in creating awareness about the disease and managing the crisis well. Discuss?
44. If you are the PRO of a new bank that opens its first branch in a town in Kerala, what will be the steps you will initiate to popularise the banks and its schemes?

(2 × 15 = 30 Marks)

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N – 7939

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, AUGUST 2022

Career Related First Degree Programme under CBCSS

Group 2(a) : Journalism and Mass Communication and Video Production

Core Course VI

JC 1442 : ADVERTISING

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer all the ten questions, each one in one or two sentences:

1. AAAI.
2. Media Profile.
3. USP.
4. Amazon.
5. Brand ambassador.
6. Praseon Joshi.
7. Slogans.
8. PSA.
9. Outdoor ads.
10. Classified ads.

(10 × 1 = 10 Marks)

P.T.O.

II. Answer any **eight** of the following, each one not exceeding **60** words.

11. Elements of advertising.
12. *Branding*.
13. Advertorial.
14. Ad space.
15. Bill boards.
16. Media Mix.
17. DAVP.
18. Target audience.
19. Amul ads.
20. Surrogate ads.
21. Ogilvy and Mather.
22. Advertising.
23. Story board.
24. Infotainment.
25. Coca-Cola ads.
26. Face book ads.

(8 × 2 = 16 Marks)

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

27. Critically analyse any radio ad of your choice.
28. Explain AIDA model.
29. Discuss your viewpoints about creative thinking is essential for preparing a good ad.
30. Explain the new trends in advertising.
31. Write a detailed script for a 50 second television commercial on a new product of your choice.
32. What are the principles of copy writing?
33. What are the major elements of radio advertisements?
34. Explain corporate advertising.
35. Explain brand loyalty. Discuss with examples.
36. What is media strategy in advertising?
37. What are the characteristics of an advertising agency?
38. Explain the code of ethics in advertising.

(6 × 4 = 24 Marks)

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

39. Explain the various types of ads with suitable examples.
40. Critically evaluate the growth and development of advertising in India.

41. What are the important things in Media selection in advertising? Explain with suitable examples.
42. What are the major effects of advertising? Explain in detail.
43. Explain an overview of the present status of advertising in India.
44. Explain the role of marketing in advertising.

(2 × 15 = 30 Marks)

(Pages : 4)

N – 7941

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, August 2022

Career Related First Degree Programme under CBCSS

Group 2 (a) : Journalism and Mass Communication and Video Production

Vocational Course VI

JC 1472 : TELEVISION BROADCASTING

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer all questions. Each in one or two words.
1. John L Baird.
 2. Dubbing.
 3. Close Up.
 4. Panning.
 5. Logging.
 6. V/O.
 7. Graphics.
 8. Lead-In.
 9. Headlines are also a form of tease. Say True or False.
 10. SIL in script indicates silent video tape. Say True or False.

(10 × 1 = 10 Marks)

P.T.O.

II. Answer any **eight** of the following questions in **two** or **three** sentences.

11. Scheduling.
12. Jib.
13. High Angle.
14. KITE Victors channel.
15. 24 News.
16. Teaser.
17. Split Page.
18. Sound Effect.
19. Storyboard.
20. STAR.
21. P2C.
22. Television is a living room medium. Explain.
23. DTT.
24. ENG.
25. Soap Opera.
26. Big Boss.

(8 × 2 = 16 Marks)

III. Answer any six of the following questions in 120 words.

27. It is unfair to describe television as 'Idiot Box'. Explain.
28. Recent pandemic has underlined TV's role as a Liberal Educator. Explain from Kerala's experience?
29. Evening News Hour debates in News Channels are equivalent of Editorial in a newspaper. Elaborate?
30. Discuss the guidelines for using numbers in TV programme / TV News script?
31. Briefly describe the structure of a crew for a TV documentary shoot?
32. Describe the pre-production stage of a TV programme?
33. Describe about Business News based programmes in Malayalam News channels?
34. Safari TV is a unique venture among Malayalam Channels. Discuss
35. Discuss key camera movements for shooting a television programme?
36. Critically analyse any one of the political satire programmes in Malayalam News Channels?
37. What is three-point lighting or triangle lighting? Explain.
38. Copy Editing is as important in TV News as in Newspaper. Discuss.

(6 × 4 = 24 Marks)

IV. Answer any **two** of the following in 500 words.

39. What are the important points to keep in mind while writing the script for a Television news bulletin?
40. Describe the post-production work of a Television documentary? Explain different phases in post-production?
41. News Channels that have grown like mushrooms in a small state like Kerala has only helped in lowering the standard of journalism. Do you agree or disagree with this criticism? Explain
42. Write a script for a 3 minute news story about coastal erosion in a region near you where houses are destroyed and people are shifted to a rehabilitation camp.
43. Interviews are one area of journalism where visual media has excelled the print. Discuss. Also, mention the key points to be kept in mind while doing a visual interview.
44. Describe the role of sound in a Television production? What are the different modes/types of sound used in television production?

(2 × 15 = 30 Marks)

(Pages : 4)

N – 7942

Reg. No. :

Name :

Fourth Semester B. A. Degree Examination, August 2022
Career Related First Degree Programme Under CBCSS
Journalism and Mass Communication and Video Production
English
Complementary Course
EN 1431.3 ENGLISH FOR THE MEDIA
(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** the following questions. Follow the instructions given in the brackets wherever needed.
1. What is an E-journal?
 2. What is the 'rough cut' in film editing?
 3. What are studio interviews?
 4. What is an anecdotal lead?
 5. What do you mean by 'slot'?
 6. What forms the 'microcontent' of a web article.
 7. What do you mean by Corporate bias in reporting?

P.T.O.

8. What is an establishing shot?
9. Define Internet.
10. How is the technique of 'cataphora' used in advertising?

(10 × 1 = 10 Marks)

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

11. Differentiate between field and spot interviews in television.
12. Briefly describe the role of a cinematographer.
13. What are 'Question leads'?
14. What are the different types of questions that are generally used to conduct an interview for print?
15. What are filter blogs?
16. What is the style used in web writing?
17. Briefly explain the format of a Radio Script.
18. What are the different types of interviews used in radio?
19. What is termed a 'news value'?
20. What is 'Pars' in the structure of a news story?
21. What are the different types of film-based programmes that are usually telecast?
22. What is a 'screenplay'?
23. Mention how 'rhyme' is used in advertising language with an example.

24. The purpose of a book review.
25. State the importance of proofreading while editing.
26. Duties of the Output editor in Visual media.

(8 × 2 = 16 Marks)

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

27. What are the different types of lead? Elaborate.
28. Write a short note on Censorship of media.
29. Write a TV script for a national news bulletin of 5 minutes duration. It should include at least one each of International, national, regional, political and sports news.
30. Enumerate the roles of the editor and the output editor
31. Writing is a creative process and involves the ability to tell a tale. Elaborate on certain common rules that may be adopted while writing a script.
32. Mention a few methods that will help to write for the social media effectively.
33. What is an op-ed piece?
34. Mention the steps involved in scripting the radio news.
35. The merits of podcasting.
36. What are the important points to bear in mind while creating a profile?
37. Create a script for a TV drama along the following lines:

A crowded street- a market place- a sudden pick pocketing incident occurs- chasing the culprit-reactions of the victim-the witnesses-arrival of Police..... Create a fitting climax.
38. Briefly comment on the usage of Indigenous (Desi) words in English.

(6 × 4 = 24 Marks)

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

39. What are the points to be considered when writing an editorial for a newspaper?
40. Write an essay on Documentaries.
41. Digital media has global reach and allows instant access. Discuss some forms of digital media.
42. Write the steps involved in creating a print advertisement.
43. Give an overview of the usage of English in Advertising in the Indian context.
44. Comment on the language used in 'Debriefing' process at radio stations.

(2 × 15 = 30 Marks)

(Pages : 3)

N – 7503

Reg. No. :

Name :

Fourth Semester B.A./B.Sc. Degree Examination, August 2022

First Degree Programme Under CBCSS

Language Course - English

EN 1411.1/EN 1411.3 : READINGS IN LITERATURE

(Common for Career Related 2(a) courses)

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

1. What was the context for writing "Song to the men of England"?
2. Where was the poem "The Gift Outright" first recited?
3. What does Oodgeroo Noonuccal mean by 'Dream Time'?
4. In which language was the poem "Agony" first written? Who translated it into English?
5. Where is the tale "The Power of Faith" taken from?
6. Why did Jerome go to the British Museum?
7. What does "The end of Imagination" critique?
8. Where does the play *A Marriage Proposal* begin?

P.T.O.

9. Who wrote *The Cherry Orchard*?

10. What did Uma write in the pages of the family almanacs?

(10 × 1 = 10 Marks)

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

11. Explain the phrase 'salvation in surrender.'

12. What is the theme of the poem "I Can't Help Blossoming?"

13. How does the poem "Agony" describe the physical features of the old woman?

14. Discuss the memories of home in "House of a Thousand Doors."

15. What does Kochuraman decide to learn?

16. How did marriage affect Uma's education?

17. Who is Pyarimohan?

18. Analyse the title "The Power of Faith."

19. Explain the term 'pro-nuke elite.'

20. Who is Earl Little?

21. Who was Babu Kuruvila?

22. Describe Lomov's and Natalia's first quarrel.

23. Explain 'Ku Klux Klan'.

24. What are the social evils that Tagore critiques in his story 'The Exercise Book'?

25. How does the play *A Marriage Proposal* end?

26. What is Corroboree?

(8 × 2 = 16 Marks)

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

27. Discuss the humour in "Telephone Conversation."
28. Why cannot the *Classia* flower help blossoming?
29. What are the similarities Atwood draws between the exterior and interior landscapes?
30. Comment on the title 'Madness.'
31. Analyse the significance of the Exercise Book in Tagore's story.
32. Describe the character of Natalia.
33. What role does Tschubukov play in *A Marriage Proposal*?
34. Comment on the relationship between the girl and the narrator in "Identity Card."
35. How did Kochuraman become a wealthy man?
36. Bring out the humour in the story "The Man Who was a Hospital".
37. What will be the impact of nuclear war on environment?
38. How does the social agency displace the family of Malcom?

(6 × 4 = 24 Marks)

IV. Answer any **two** in about **300** words:

39. Discuss the poem "We Are Going" as an aboriginal perspective on colonization.
40. What is the message that the poem "I Can't Help Blooming"? – Convey.
41. Attempt a character sketch of Krishnan in "Madness."
42. Bring out the humour in "The Power of Faith."
43. Comment on Arundathi Roy's views on the Theory of Deterrence.
44. How does Chekov satirize the Contemporary attitude of society to marriage through "*A Marriage Proposal*"?

(2 × 15 = 30 Marks)