



Reg. No.: .....

Name : .....

**Fifth Semester B.A. Degree Examination, December 2018  
(Career Related First Degree Programme Under CBCSS)  
Group 2(a)**

**Journalism and Mass Communication and Video Production  
Core Course – VIII**

**JC 1542 : MASS MEDIA MANAGEMENT  
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, **each** in a **word** or a maximum of **30** words.

**(10×1=10 Marks)**

- 1) Who is the Chairman of Press Council of India ?
- 2) Where is the headquarters of Asianet ?
- 3) Expand TEX.
- 4) Radio Mirchi.
- 5) Expand IIMC.
- 6) Readers Editor.
- 7) Mario Garcia.
- 8) Managing Editor.
- 9) Kheda Communication Project.
- 10) Wilbur Schramm.

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

**(8×2=16 Marks)**

- 11) What is the difference between Chief Editor and Managing Editor ?
- 12) List the major recommendations of Second Press Commission.
- 13) List key departments of a newspaper organisation and their role.
- 14) Who carries out audit to verify the circulation of newspapers and periodicals ?
- 15) Who owns 'The Week' and 'Bhashaposhini' ?
- 16) Is there a need for a separate advertising department in a media organisation ?

- 17) What are the responsibilities of Readers Editor ?
- 18) 'Sales promotion of media companies, especially TV, is a difficult task'. Do you agree ?
- 19) Expand INS and explain their role.
- 20) List the different categories of film certification in the country and who issues the certificate.
- 21) How is newsprint procured by newspaper organisations ? Does government has any role in its supply ?
- 22) Do we have a wage board exclusively for non-journalists and TV personnel ?

III. Write short essays, **each not exceeding 120 words**, on **any six** of the following : **(6×4=24 Marks)**

- 23) Kuldip Nayar Committee.
- 24) How key is financial management in a media unit ?
- 25) B.G. Varghese Committee.
- 26) Does all newspapers have Resident Editors ?
- 27) List major recommendations of First Press Commission ?
- 28) 'Media Audience Research is not relevant'. Do you agree ?
- 29) Is there any difference in the FM stations of AIR and private companies ?
- 30) Describe the role of Broadcasting Content Complaints Council.
- 31) List different types of media ownership.

IV. Write long essays on **any two** of the following : **(2×15=30 Marks)**

- 32) Discuss the changing media management concepts in the country.
  - 33) Explain various principles of management.
  - 34) Does news agencies, PTI and UNI have relevance in the present world.
  - 35) Many media houses have TV channels and FM radio stations in addition to newspapers and periodicals. Discuss the ownership and management patterns practiced by the media units.
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**Fifth Semester B.A. Degree Examination, December 2018  
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Group 2 (a)  
Journalism, Mass Communication and Video Production  
Core Course – IX  
JC 1543 : MEDIA LAWS AND ETHICS  
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer all questions, each in a word or in a maximum of 30 words. (10×1=10 Marks)

- 1) Who is an ethical hacker ?
- 2) What is Berne Convention ?
- 3) What is meant by fair trial ?
- 4) Define sedition.
- 5) What is Aeropagitica ?
- 6) What is piracy in publication sector ?
- 7) What is plagiarism ?
- 8) What is slander ?
- 9) Define intellectual property.
- 10) Expand RTI.



II. Write short notes, **each not exceeding 60 words**, on **any eight** of the following. **(8×2=16 Marks)**

- 11) Article 19 (1) a.
- 12) Cyber stalking.
- 13) Cyber extortion.
- 14) Fairness Doctrine.
- 15) Corrective advertising.
- 16) Professional code of conduct.
- 17) Fair comment.
- 18) Impeachment.
- 19) Invasion of Privacy.
- 20) Publication Licensing Process.
- 21) Neutral reportage.
- 22) Qualified privilege.

III. Write Short essays, **each not exceeding 120 words**, on **any six** of the following. **(6×4 = 24 Marks)**

- 23) News versus opinion.
- 24) Kerala Media Academy.
- 25) Wage Boards for Press Persons.
- 26) Judicial system in India.
- 27) Bailable offences.
- 28) Directive Principles in Indian Constitution.



29) Censorship versus Self-Regulation in the media sector.

30) Press Accreditation.

31) Contempt of Court.

IV. Write long essays on any **two** of the following.

**(2×15 = 30 Marks)**

32) What are the major provisions of Copyright Act in India ?

33) What are the challenges faced by Indian film industry and what are the legal remedies that you suggest to face those challenges ?

34) Effective judiciary essential for free press in democracy. Discuss.

35) What is Right to Information Act ? What are its provisions ?

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

**JOURNALISM, MASS COMMUNICATION AND VIDEO PRODUCTION**  
**Vocational Course – VII**  
**JC 1571 : Documentary Film**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

Answer all questions, each in a word or minimum of 30 words. (10×1=10 Marks)

1. Who is the director of the documentary, 'A Narmada Diary' ?
2. A documentary that is designed to shock and anger the audience towards the subject is called \_\_\_\_\_
3. The first Indian documentary was a factual film shot by Harishchandra Bhadvadakar and dealing with \_\_\_\_\_
4. 'Sachin A Billion Dreams' belongs to the genre of \_\_\_\_\_
5. Which is considered the first documentary in the world ?
6. In 2015, BBC channel produced a documentary on the 2012 Delhi gang rape and murder. Write the name of the documentary.
7. 'In feature films' the director is God; in documentary films God is the director.' Who said it ?
8. Write the three stages of documentary production.
9. Dziga Vertov introduced a new montage method in documentary creation. What is it ?
10. The ratio of how wide an image is, as opposed to how tall an image is called \_\_\_\_\_

P.T.O.



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

**(8×2=16 Marks)**

11. Docu-fiction.
12. Realism.
13. Man with a Movie Camera.
14. Fiction and non-fiction.
15. Voice over.
16. 'War and Peace'.
17. Story Board.
18. Cinema Verite.
19. Mani Kaul.
20. Digital story telling.
21. Animated documentary.
22. Shooting script.

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

**(6×4=24 Marks)**

23. Educational documentaries.
24. Observational documentaries.
25. Identify the different types of documentaries.
26. Steps involved in the preparation of a documentary script.



27. Reflexive documentaries.
28. Budgeting.
29. Odessa steps.
30. Participatory documentaries.
31. Reality film.

Write long essays on **any two** of the following :

**(2×15=30 Marks)**

32. How is a documentary different from a feature film ?
  33. Writing script for a documentary is more difficult than fiction writing. Discuss.
  34. Critically evaluate a documentary which you watched recently.
  35. Write a 5 minutes documentary script on the topic 'The plight of migrant labourers in Kerala'.
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**Fifth Semester B.A. Degree Examination, December 2018**  
**(Career Related First Degree Programme under CBCSS)**  
**Group 2 (a)**  
**JOURNALISM, MASS COMMUNICATION AND VIDEO PRODUCTION**  
**Open Course**  
**JC 1551.1 : Film Appreciation**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions, **each** in a word or in a sentences. **(10×1=10 Marks)**
- 1) Name of the Director of the movie " Bicycle Thieves".
  - 2) What is parallel cinema ?
  - 3) Who authored the book- "our cinema, their cinema" ?
  - 4) What is cinema verite ?
  - 5) Explain jump cut.
  - 6) Name the first sound film in Malayalam.
  - 7) Name any historical movie produced at "Udaya Studio".
  - 8) Explain 'New Gen' movies in Malayalam.
  - 9) What is flash back ?
  - 10) Dialectical montage.
- II. Write short notes, **each not exceeding 60 words**, on **any eight** of the following. **(8×2=16 Marks)**
- 11) Independent film making.
  - 12) S Durga
  - 13) IFFI
  - 14) Vinayakan
  - 15) Apu trilogy
  - 16) "Court".



- 17) Rajata Chakoram
- 18) "Dunkirk"
- 19) "I am not your Negro"
- 20) Parallel cutting
- 21) French New Wave
- 22) BG Music.

III. Write short essays, **each not exceeding 120 words**, on **any six** of the following. **(6×4=24 Marks)**

- 23) Continuity
- 24) Transitions
- 25) Dileesh Pothan
- 26) Deep focus
- 27) Subtitle
- 28) Rasool Pookutty
- 29) Library shots
- 30) Method acting
- 31) Montage theory.

IV. Write long essays on **any two** of the following. **(2×15=30 Marks)**

- 32) What is neo-realism ? Elucidate Italian and Indian neo-realism with examples.
  - 33) What is the significance of scenic design in movies ? Elucidate this with recent movies.
  - 34) Write an appreciation of any movie directed by a woman director.
  - 35) Explain the following :
    - i) Track shot
    - ii) Trolley shot
    - iii) Zoom shot
    - iv) Differences in visual experience of a zoom and a track shot
    - v) Cutting between the movement.
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**Fifth Semester B.A. Degree Examination, December 2018  
(Career Related First Degree Programme under CBCSS)  
Journalism, Mass Communication and Video Production  
Core Course VII  
JC 1541 : MALAYALAM JOURNALISM  
(2015 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer all questions, each in a word or a maximum of 30 words :

(10x1=10 Marks)

- 1) Rajyasamacharam was published in the year
- 2) The publishing space of Jnananikshepam
- 3) Sky box.
- 4) Who was the first editor of Keralamithram ?
- 5) Paschimodayam was published from
- 6) Swadeshabhimani was deported in the year
- 7) Mannanam was the publishing place of \_\_\_\_\_ newspaper.
- 8) Fever chart is an example of
- 9) The newspaper editor who had been jailed for actively participating in Vaikom Sathyagraham.
- 10) Kuldeep Nayyar is an example for \_\_\_\_\_ columnist.

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

- 11) Devji Bheemji.
- 12) Discuss about the special pages for school children by any two Malayalam newspapers.
- 13) Syndicated column.
- 14) Vakkom Moulavi.
- 15) Press Accreditation.
- 16) CMS Press
- 17) Sports pages of Malayalam newspapers.



- 18) Anchor story.
- 19) Bhashaposhini sabha
- 20) Super lead
- 21) K. Madhavan Nair
- 22) F. Muller.

(8×2=16 Marks)

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

- 23) Differentiate between translation and transliteration.
- 24) Explain the contributions of Herman Gundert to Malayalam Journalism.
- 25) What is News exclusive ? Give some examples of scoop.
- 26) What is a specialised page ? How does it help to increase circulation ?
- 27) What are the changes in layout that Malayalam newspapers introduced as part of circulation campaign ?
- 28) What is syndicated news ? How can it be utilised for Malayalam Newspaper ?
- 29) Comment on the Public campaign activities done by different Newspapers.
- 30) Explain the role played by Kesari Balakrishna Pillai for Malayalam Journalism.
- 31) Briefly explain any four trends currently followed by Malayalam Newspapers to increase the visual attraction of the pages. (6×4=24 Marks)

IV. Write long essays on **any two** of the following :

- 32) Give a brief history of Malayalam Journalism.
- 33) Compare the different game shows organized by 2 different newspapers intended to increasing their circulation.
- 34) What is hyperlocalism ? Do you think hyperlocalism will help the newspapers to increase the readership ? Critically analyse the practices of Malayalam Newspapers towards hyperlocalism.
- 35) Sketch a brief profile of the below given Malayalam journalists :
  - a) Swadeshabhimani Ramakrishna Pillai
  - b) Kandathil Varghese Mappilai
  - c) C. V. Kunjiraman.

(2×15=30 Marks)