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V – 1945

Reg. No. : .....

Name : .....

**Sixth Semester B.A. Degree Examination, April 2025**  
**Career Related First Degree Programme under CBCSS**  
**Group 2 (a) – Journalism and Mass Communication**  
**Vocational Course X**  
**JC 1672 : MEDIA AND SOCIETY**  
**(2022 Admission)**

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions in **one** sentences.
1. Print Media
  2. PCI
  3. Community Radio
  4. Deep Seek
  5. Multimedia
  6. Public Sphere
  7. Louis Althusser
  8. Media Literacy
  9. Identity
  10. #Metoo

(10 × 1 = 10 Marks)

P.T.O.



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

11. Functions of mass media.
12. Prasar Bharati
13. Media Effects
14. Broadcasting
15. Hegemony
16. Global village
17. Interactivity in digital space
18. Propaganda
19. Folk Media
20. Repressive State Apparatus
21. Selective perception
22. Agenda Setting

**(8 × 2 = 16 Marks)**

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

23. Elaborate on medias' role in accelerating the process of cultural imperialism.
24. Define factchecking, misinformation, and disinformation.
25. Discuss the relevance of media literacy in the context of social media usage among youth.
26. Explain how community media enhances the process of communication in remote locations.



27. Discuss the role of social media in shaping public opinion in crucial times like elections, pandemic, and natural disasters.
28. Discuss the functions and dysfunctions of mass media.
29. Explain how technology determines the content of media.
30. Define cultural imperialism and hegemony with appropriate examples.
31. Discuss how Public Service Broadcasters like Doordarshan and AIR in functioning in India.

**(6 × 4 = 24 Marks)**

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

32. Discuss the role, functions, and impact of media in society.
33. Critically analyse the representation of different genders in advertisements citing suitable examples.
34. Elucidate how technological innovations create an impact on media content production.
35. Discuss the role of community driven media in breaking the glass ceiling and ensuring equal career opportunities for women in media sector.

**(2 × 15 = 30 Marks)**



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V – 1947

Reg. No. : .....

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**Sixth Semester B.A. Degree Examination, April 2025**  
**Career Related First Degree Programme under CBCSS**  
**Group 2(a)**  
**Journalism and Mass Communication**  
**Elective Course**  
**JC 1661.2 : MULTIMEDIA PRODUCTION**  
**(2022 Admission)**

Time : 3 Hours

Max. Marks : 80

- I. Answer the following questions each in **one** or **two** sentences.
1. Adobe Flash
  2. Logo
  3. JPEG
  4. Sound Forge
  5. Jump Cut
  6. CMYK
  7. Image Slicing.
  8. List the principles of design.

P.T.O.



9. Animation.
10. Decompression.

**(10 × 1 = 10 Marks)**

II. Answer any **eight** questions not exceeding a paragraph.

11. Explain matting.
12. Describe rendering.
13. List out important tools in Adobe Photoshop.
14. Explain linear navigation structure.
15. Define aspect ratio.
16. Differentiate hypertext and hyper media.
17. Detail UV Mapping.
18. Name any two audio editing software.
19. Define Pagination.
20. Describe visual filters.
21. Explain gray scale.
22. 360-degree video.

**(8 × 2 = 16 Marks)**

III. Answer any **six** questions not exceeding a page.

23. Briefly explain the process of editing a short video in Adobe Premier Pro.
24. Describe the significance of layers in image editing.
25. Explain any four visual transition techniques.
26. Discuss how Artificial intelligence impacts multimedia production.



27. Elaborate on the techniques used for designing interactive multimedia experiences.
28. Discuss the image authoring and editing tools commonly used in graphic designing.
29. Discuss various elements of design and layout.
30. Differentiate the RGB and CMYK colour models. Discuss how they affect the overall quality of images.
31. Differentiate vector and raster images.

**(6 × 4 = 24 Marks)**

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

32. Elaborate on the process of page layouting using any software of your choice.
33. Discuss the impact of AR and VR in multimedia content creation with suitable examples.
34. Discuss different image formats, image authoring and editing tools, and image enhancing and designing techniques used in multimedia production.
35. Elucidate the steps used for creating a short animation using Adobe Flash.

**(2 × 15 = 30 Marks)**

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V – 1940

Reg. No. : .....

Name : .....

**Sixth Semester B.A. Degree Examination, April 2025**  
**Career Related First Degree Programme under CBCSS**  
**Journalism and Mass Communication/Journalism and Mass**  
**communication and Video Production**  
**Vocational Course IX**  
**JC 1671 : INTRODUCTION TO NEW MEDIA**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

1. Answer **all** questions in **one** sentences.

1. Virtual Reality
2. Hashtag
3. Quora
4. Tumblr
5. QuarkXpress.
6. Network society
7. Avatar
8. Newsfeed
9. Podcast
10. URL

(10 × 1 = 10 Marks)

P.T.O.



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

11. Chatbot
12. Search Engine Optimisation
13. Media sharing platforms
14. Artificial Intelligence
15. Memes
16. Influencers
17. Participatory journalism
18. Tag
19. Vlog
20. Hypertextuality
21. Media Convergence
22. Community

**(8 × 2 = 16 Marks)**

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

23. Explain news portals.
24. What is E-Governance?
25. What are the features of In Design software?
26. Explain Social media.
27. What is open-source journalism?
28. What are the consequences of digital divide?



29. Explain i-news.
30. Explain public sphere. How does new media contribute to the expansion of public sphere?
31. Write a short note on social networking sites.

**(6 × 4 = 24 Marks)**

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

32. 'The social media gave voice to the voiceless'. Do you agree? Why?
33. "E-Governance can help in curtailing corruption through information exposure". How?
34. "The Internet is not only a mass medium but is also a global medium with a potential to reach everyone on the globe". Explain
35. Explain the advantages and disadvantages of new media.

**(2 × 15 = 30 Marks)**



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V – 1939

Reg. No. : .....

Name : .....

**Sixth Semester B.A. Degree Examination, April 2025**  
**Career Related First Degree Programme under CBCSS**  
**Journalism and Mass Communication/Journalism and Mass**  
**Communication and Video Production**  
**Core Course XII**  
**JC 1643 : ADVANCED TELEVISION PRODUCTION**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

1. Answer **all** questions in **one** sentences.
1. Key light
2. Tilt
3. PTC
4. High angle
5. Medium close-up
6. Ambience sound
7. MCR
8. Dubbing
9. Reuters
10. Final cut pro

(10 × 1 = 10 Marks)

P.T.O.



II. Explain any **eight** questions in **one** or **two** sentences.

11. Extreme long shot
12. Scene
13. Fill light
14. Lead room
15. Television camera
16. EFP
17. Aerial view shot
18. Low angle
19. Knee shot
20. Dissolve
21. Cross fade
22. Online editing

**(8 × 2 = 16 Marks)**

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

23. Describe Transition devices.
24. Differentiate between extreme long shot and a wide shot with suitable examples and illustrations.
25. What is story-board? Explain with examples.
26. Explain boom microphones.
27. Explain non-linear editing.



28. What is silhouette lighting?
29. Explain PCR.
30. Explain CCU.
31. Describe the salient features of Malayalam television industry.

**(6 × 4 = 24 Marks)**

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

32. Explain the pros and cons of debate programmes in Malayalam News channels.
33. What are the basic techniques used in television production?
34. Explain in detail the pre-production techniques used in television.
35. Explain TV as a global communication media.

**(2 × 15 = 30 Marks)**



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V – 1938

Reg. No. : .....

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**Sixth Semester B.A. Degree Examination, April 2025**  
**Career Related First Degree Programme under CBCSS**  
**Journalism and Mass Communication / Journalism and Mass**  
**Communication and Video Production**  
**Core Course XI**  
**JC 1642 : BUSINESS JOURNALISM**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

PART – A

Answer **all** questions in **one** sentence.

1. Sensex
2. NIFTY
3. Inflation
4. Business Deepika
5. Bear
6. Per Capita Income
7. NDTV Profit
8. Green revolution

P.T.O.



9. GDP
10. Budget

PART – B

(10 × 1 = 10 Marks)

Answer any **eight** in **one** or **two** sentences.

11. Business communication
12. Five-year plans
13. Dividend
14. Money Market
15. Permit Raj
16. Planning Commission
17. Bank Nationalisation
18. Liberalisation
19. Stock Market
20. Monetary policy
21. WTO
22. Business Letter

PART – C

(8 × 2 = 16 Marks)

Write short essays in around **120** words on any **six** of the following.

23. What are the essential features of Business Journalism?
24. List the professional requirements of a Business Journalist.



25. Comment on any one of the business magazines in English.
26. Business journalists need to promote success stories. Why?
27. Explain the process behind the formulation of a Five-year plan.
28. Why is John Maynard Keynes considered as the saviour of capitalism?
29. What are the main beat areas of a business publication?
30. Discuss briefly the merits and demerit of Kerala Model of Development.
31. As a business journalist, what are the preparations that you have to make before attempting to report a budget session?

**(6 × 4 = 24 Marks)**

**PART – D**

Write long essays not exceeding **500** words on any **two** of the following.

32. What is economic liberalization? Also explain its salient features.
33. Critically evaluate the changes that have occurred in business reporting in India in the last decade.
34. What are the significant differences that you find between the Neo classical and Marxian Economics?
35. Critically analyse the economic policy that is being followed by the Union Government. What do you feel are its thrust areas?

**(2 × 15 = 30 Marks)**



BJmc

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V – 1944

Reg. No. : .....

Name : .....

**Sixth Semester B.A. Degree Examination, April 2025**  
**Career Related First Degree Programme under CBCSS**  
**Group 2(a) : Journalism & Mass Communication**  
**Core Course X**  
**JC 1641 : DEVELOPMENT COMMUNICATION**  
**(2022 Admission)**

Time : 3 Hours

Max. Marks : 80

1. Answer **all** questions in **one** sentence.

1. WHO
2. MDG
3. ICT
4. UNDP
5. Digital divide
6. Poverty line
7. New media
8. Folk media
9. GDP
10. Paradigm shift

**(10 × 1 = 10 Marks)**

P.T.O.



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

11. Role of media in development
12. Development
13. Dominant paradigm
14. Development index
15. Diffusion of innovation theory
16. Mixed economy
17. Gender equality
18. Millennium Development Goals
19. Digital culture
20. Agencies of development
21. Community radio
22. Participatory communication theory

**(8 × 2 = 16 Marks)**

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

23. Explain Kudumbasree Campaign and its role in women's development.
24. Explain the different approaches of development.
25. Explain the rise of dominant paradigm.
26. Discuss the concepts of development communication.
27. Explain the challenges to existing gender sexuality norms.
28. Explain the paradigm shifts in socio-cultural scenario.



29. Discuss the importance of folk media.
30. Explain the power politics of digital culture.
31. Explain the term diffusion of innovation.

**(6 × 4 = 24 Marks)**

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

32. How does participatory communication help in development? Explain with examples.
33. Explain the role of international agencies in development communication.
34. Elucidate your view points about the role of development communication in poverty reduction.
35. Discuss the role of development communication in addressing health and gender issues.

**(2 × 15 = 30 Marks)**

